

He, Rongrong

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EDUCATION BACKGROUND

Academy of Art University

09/2019-06/2024

Major: Fashion Design (2019-2021) & Fashion Product Development (2021-Present)

GPA: 3.079

WORK & INTERN EXPERIENCE

Ux design Intern, Ali Baba

05/2023-08/2023, Based in Hangzhou

- Contributed actively to the North American e-commerce project, specializing in competitive product analysis and user research.
- Conducted thorough competitive product analysis for well-known brands like Amazon, Target, and Macy, focusing on shopping interfaces, product details, and payment processes. This provided valuable insights into the complete user shopping journey, enabling the identification and resolution of user pain points.
- Systematically organized survey results and delivered user reports in an accessible manner during product research meetings. Emphasized the importance of storytelling to convey information effectively, transforming routine data into compelling narratives that engaged the team. Directed efforts towards offline shopping experiences, actively testing a released app product and collecting valuable user feedback.
- Spearheaded initiatives to enhance offline shopping experiences, actively testing a recently launched app product and collecting crucial user feedback.
- Applied insights from successful apps like Target and Nike to redesign the information structure of general products. Executed a second-round iteration of interface information, contributing to the positive outcomes in subsequent QA tests and user department evaluations, which supported the product's successful launch.

Market Operations Intern, WonderlandByLilian

03/2023-10/2023, Based in San Francisco

- Coordinated front-end activities for the company's e-commerce platform in collaboration with the marketing team. Assisted in analyzing product priorities and popular selling sequences, facilitating the integration of high-demand products onto the e-commerce website. Contributed to real-time monitoring of click-through rates and purchase volumes, and assisted in generating user data reports.
- Collaborated with data analysts to collect product name data, conducted analysis to identify the most frequently searched terms, and summarized high-frequency keywords. Applied these insights to optimize various product listings for enhanced visibility and user engagement.
- Utilized backend data analysis to understand user behavior and product preferences. Developed and administered a questionnaire to conduct a survey, gathering valuable user demand data. Compiled and synthesized the findings, creating a comprehensive report. Shared the report with user researchers for in-depth analysis and further exploration of user insights.

EXTRACURRICULAR EXPERIENCE

Propaganda Department, Chinese Student Union

09/2019-09/2020

- Managed the student union's WeChat account, overseeing content creation and distribution. Responded to inquiries and questions from fellow students, providing assistance to enhance the visibility of AAU Chinese

Student Union within the Chinese student community.

- During the epidemic, organized donations of epidemic prevention supplies, and connected and tracked logistics information.

AWARD

Third Prize, Hong Kong Digital Art Design Competition (HKDADC)

06/2023

SKILLS

Analytical Thinking

- Applied analytical thinking to express garments as art through my studies in fashion design.
- Integrated personal reflections and understanding into creative design processes.

Manual Skills

- Proficient in clothing pattern making, garment production, and knitting.
- Acquired strong hands-on skills through coursework in fashion design.

Technical Proficiency

- Self-learned utilization of Arduino modules for innovative projects.
- Competent in 3D model construction for design visualization.
- Established a foundation in Unity using C# for interactive design applications.
- Capable of comprehending various programming languages and making simple modifications to open-source code.