

# Yifu Dong

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(206) 747-1689

## Education

University of Washington  
2013-2016

## Technical Skills

Microsoft Office  
(Word, Excel, Teams)  
Adobe Creative Suite  
Microsoft Dynamics  
Figma  
Python  
JavaScript  
User Research  
Usability Study

## Language Skills

Native Chinese speaker

## Reference

Tony Stockseth  
Retail Supervisor  
tony.stockseth@bestbuy.com

Jason Ahrens  
Sony Regional Sales Manager  
(206) 747-1830

## Professional Experience

### Sales Consultant

February 2022 – present

*Best Buy*

Bellevue, WA

- Developed and maintained strong customer relationships, enhancing customer loyalty and satisfaction.
- Qualified clients based on needs, steering them towards the best technological solutions, increasing sales effectiveness.
- Generated and pursued sales leads, significantly contributing to micro-market sales targets and performance metrics.
- Managed a comprehensive book of business, ensuring seamless customer experiences from initial contact through post-sale follow-up.
- Provided expert guidance and advice across all stages of the customer journey, from pre-sale consultations to post-sale support.

### User Experience Consultant

June 2017 – July 2018

*Business Big Data*

Chengdu, Sichuan, China

- Developed User Research models for big data BI platform to enhance future optimization.
- Conducted usability studies and user interviews, identified flaws, and optimized the development process while identifying primary and secondary users for shipped products.
- Worked directly with product managers and project managers to implement a new user data collection system that drove high-priority KPIs and met user needs.
- Guided UI designers and front-end developers in reviewing and testing early iterations of feature updates.
- Assisted QA engineers with feature testing and provided feedback on usability and maintaining project identity.

## Achievement

### UX Researcher and Designer

May 2022

### UX Design Contest Final Round Product

*Figmathon*

- Led UX research during a two-day hackathon and collaborated with a team of three members to design a solution focused on environmental awareness and health.
- Organized brainstorming sessions, design sprints, rapid prototyping sessions within a tight schedule, resulting in a finished prototype that reached the final round.