

Yingshan Wu

User Experience/Product/Visual Design&Management

Email
Portfolio
Linkedin
Location

aliciawucroissant@gmail.com
[yingshanwu.com](mailto:aliciawucroissant@gmail.com)
www.linkedin.com/in/yingshanwu
Sunnyvale, CA

WORK EXPERIENCE IN USA

Staff UX Designer Palo Alto Networks, Inc.

3000 Tannery Way, Santa Clara, CA 95054
May. 17. 2021 - Now

AI Canvas Lead Designer

- Defined and championed a long-term vision for AI Canvas, enabling AI-creation and AI-powered workflows.
- Presented and advocated for design decisions at the executive level, influencing organizational priorities and product roadmaps through user-centered strategy.
- Drove product design direction and aligned stakeholders across all functions and business lines to deliver unified, strategic outcomes for this AI product.
- Collaborated extensively across design, product, engineering, and user research to ensure alignment, consistency, and clarity across interconnected platforms, including AI Generator, Widget Creation, and Multi-turn Modification.
- Mastered visual and systems-level communication, crafting compelling narratives that guided teams and inspired executive stakeholders, while establishing a new UI design style that harmonized with the platform's visual identity.

Oversaw Products: AI Canvas, Advanced Wildfire, Activity Insights, ZTNA Connector, Reports and Custom Dashboard

Core Responsibilities

- Champion design vision and strategy across the team, setting best practices and integrating emerging trends to elevate product experiences.
- Lead end-to-end UX, visual, and interaction design for products, driving the complete design lifecycle.
- Align product experiences with key business goals and priorities to ensure meaningful impact.
- Innovate and iterate on ideas to proactively shape future experience enhancements and drive product evolution.
- Develop comprehensive design artifacts including storyboards, wireframes, prototypes, visual mockups, and style guides to ensure a rich and cohesive user experience.
- Partner tightly with UI engineers and product stakeholders to translate design concepts into a dynamic, evolving platform. Integrate user research and customer feedback into thoughtful, user-centered designs through close collaboration with UX researchers.
- Conduct and synthesize usability testing to uncover deep insights into real user behaviors, needs, and mindsets, informing design decisions.

EDUCATION

2017 - 2020

Rochester Institute of Technology

Master of Fine Arts
Visual Communication Design GPA: 3.73/4.0

SKILLS

User Experience Design
Graphic UI Design
Motion Graphics
User Research
Web Design
Interaction Design
Data Visualization
3D Art

SOFTWARE

Adobe Creative Suite
MAXON Cinema 4D
Figma

AI PRODUCT USAGE

Lovable.dev
Claude
Gemini
NotbookLM
ChatGPT
Sora

HONORS & CERTIFICATIONS

Two National Patents:

- One Type of Information Processing Method and Electronic Devices
Release to public time: 03/2015
Patent Number: 201310407350.5 CN 10442712w3 A
- Information Processing Method and Terminal
Release to public time: 06/2014
Patent Number: 20121053713.1 CN 103870096
- The MODE Fest Reward Finalist <https://www.rit.edu/news/design-students-win-big-international-competition>
- The First Prize in Beijing Computer Application Competition
- China National Intermediate Animation Designer
- Adobe Flash Animation Professional
- Adobe Photoshop China Product Expert
- Autodesk MAYA Expert - Level 1(MYA1131948726)
- Animal Welfare of The University of Edinburgh (KUQ5YKCX28)

WORK WITH RIT

Graduate Research and Design Assistant at RIT

College of Art and Design
Rochester Institute of Technology,
1 Lomb Memorial Dr, Rochester, NY 14623
Sep. 02. 2019 - May. 07. 2020

- Streamlined student design work organization, improving accessibility and presentation quality.
- Enhanced student group efficiency by providing focused management support.
- Strengthened RIT's brand presence through targeted design contributions.

UX / UI & Graphic Designer at RIT

Center for Computational Relativity and Gravitation
Rochester Institute of Technology,
1 Lomb Memorial Dr, Rochester, NY 14623
Jan. 23. 2019 - Aug. 30. 2019

- Led brand strategy, propaganda, and thematic activities.
- Applied UX, UI, graphic design, and 3D motion skills to build the center's brand.
- RIT ASPIRE website design: Astrophysics and Space Physics Institute for Research Excellence
<https://aspire.rit.edu>

Student Campus Culture Ambassador at RIT

Admission Office
Rochester Institute of Technology,
1 Lomb Memorial Dr, Rochester, NY 14623
Jan. 14. 2019 - Jul. 15. 2019

- Supported the admissions office in extensive cultural outreach efforts targeting international student recruitment.

Graduate Assistant on Physical UI Design at RIT

College of Art and Design
Rochester Institute of Technology, Rochester, NY
Feb. 05. 2019 - May. 07. 2019

- Utilized AR/VR technologies in design applications.
- Conducted UX design method instruction, emphasizing research and function exploration.
- Guided student development in interaction, UI, and design thinking.

Fellowship

UX & Digital Design Fellowship

VOX Global,
1615 L St NW Suite 500 Washington DC 20036
Aug. 20. 2018 - Dec. 14. 2018

- Brand Creative Design & Graphic Design & UX/UI Design & Web Design & Presentation Preparation & Global Marketing for international oligarchic enterprises in America, Japan and the UK.
- In Vox Global (Omnicom Group & FleishmanHillard), creative brand design, public relations, social responsibility, UX design, and humanities in the United States.

WORK EXPERIENCE IN CHINA

Senior UX Designer

Dalian Wanda Group, Beijing
Dec. 2014 - March. 2016

- Spearheaded professional UX/UI design efforts, ensuring high-quality output across multiple product types.
- Drove the design of information architecture, interaction flows, and motion experiences for consumer applications on smartphones, websites, and smart electronics (e.g., retail, navigation, entertainment).
- Established and maintained interaction design specifications for consistent product development.
- Managed and mentored the motion design team while leading new designer training initiatives.
- Orchestrated user research and usability testing processes to gather critical insights.

Senior Multimedia Designer (UX)

Ora Data Technology Co., Beijing
May. 2014 - Nov. 2014

- Improved motion design and interaction design.
- Cooperated with interaction designers and visual designers.

Motion Designer (UX)

Lenovo, Beijing
Oct. 2011 - May. 2014

- Researched user habits and competitive products.
- Motion design work for products and branding of Lenovo.
- Main Projects:
Le-Cloud, SHAREit, SECUREit Rainbow System
Idea Centre Horizon 27 System Photo-Weather and Live Wallpaper
Media Center Motion
- Two national patents:
One Type of Information Processing Method and Electronic Devices
Release to public time: 03/2015
Patent Number: 201310407350.5 CN 10442712w3 A
Information Processing Method and Terminal
Release to public time: 06/2014
Patent Number: 20121053713.1 CN 103870096 A

Visual Effects Designer

China Car Racing News, Beijing
Dec. 2010 - Oct. 2011

- Designed the TV show effects, video edit and soundtrack.

Senior Model & Animation Designer

Institute of Automation Chinese Academic of Sciences, Beijing
Jul. 2010 - Oct. 2010

- Designed the 3D models and in the production of 3D animation.