

ELAINE RUAN.

Based in London | Right to work in UK

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EDUCATION.

MA Service Design | Royal College of Art, London, UK **SEP 2019 – JUN 2021**

Modules (select): Design Research & Advanced Methods; Design Management & Platform Design;
Social Innovation & Deploying Services at Scale; Entrepreneurial Journey (Imperial College MBA module)
Final Project Grade: Excellent

BA Digital Product Design | Beijing Institute of Graphic Communication, Beijing, China **SEP 2014 – JUL 2018**

Modules (select): User Experience Design; Interactive Design; Webpage Design; Visual Design; Design Discipline
Graduate Result: First Class Honours (top 10% of 78 graduate students)

PROFESSIONAL EXPERIENCE.

Service Journey Designer | Evelyn Partners (formerly Tilney Smith & Williamson) **May 2022 – Present**

UK's leading integrated wealth management, accountancy and business advisory services.
London,UK

- Assist service design lead and product manager in host onsite workshops with 3rd party product technology service providers to discuss new digital financial product journey and improve the current products.
- Drafting user stories on Jira with BA, preparing journey review session templates and user journey maps on Miro based on sprint scope, and explaining design ideas and concepts to UX designers and engineers.
- Work with design consulting firm researchers to prototyping current product to propose service that meet the MVP plan and user needs. And document sprint progress and project content on confluence.

Co-Founder & UX/Service Designer | Service Design Laboratory Ltd **APR 2020 – April 2022**

Start-up service design studio, work with consulting firms, and running service design-related events & activities.
London,UK & Beijing, China

- Assist in delivering user-centred UX and service design proposals, including personas, storyboards, user journey maps, wireframes, rapid paper prototypes, digital prototypes, service blueprints, etc., to improve clients' business performance.
- Created online workshop templates with Miro, wrote event tweets and successfully held two service design workshops on Zoom to promote people's understanding of service design, with 8,000+ attendees. (Including: brainstorms, double diamond design methods,etc.)
- Negotiated strategic cooperation with a consultancy, resulting in the successful holding of a '2021 Global Service Jam' in Fuzhou.

Service Designer | Lloyds Banking Group | Aalto University **SEP 2019 – JUN 2021**

Created service propositions to corporate clients as part of the Master's programme at Royal College of Art. Planned and executed research, translated customer insights into service concepts, and tested prototypes with users.
London,UK

- Service proposals:
- Scamchecker- A project aimed at helping the elderly prevent fraud by verifying fraud messages in Lloyds Bank App, delivered in Figma. Analyzing stakeholders map and annual reports to provide service blueprint, business plans and service proposal to Lloyds service design and fraud prevention departments.
 - INCLE.AYY - Through online interviews with 80+ students and residents in Helsinki. Analyze user journey maps and empathy maps in terms of user-centred design thinking and create student online forums with Sketch to improve student services at Aalto University.
 - COMPRESS - Runner Up Project in Cambridge University MAKEathon Competition 2020. Developed a compressible crates service for supermarket trucks to maximize the groceries delivery efficiency.

Designer & Marketing Team Intern | Service Design Network & CBI China Bridge **APR – JUN 2019**

Leading non-profit institution for service design, with an international presence. CBI is the SDN's Chinese partner organisation.
Shanghai, China

- Designed digital and physical visual items: web pages, site maps, poster and stagecraft, and ensured the timely delivery of materials to the site for the biggest service design conference, with 2000 attendees from 103 international firms, including Microsoft and Ford.
- Coordination with 210 volunteers during the 2019 Service Design Network annual conference, organising them into dedicated teams and allocating tasks, such as camera position, stage lighting, reporter interview schedule.

UX Designer | Adobe | Microsoft 365 **JAN - APR 2019**

- Beijing, China
- Following product manager's wireframes on Axure by delivering a new website UI design style with Photoshop. Delivering various screen sizes, tables and mobile platforms, slicing PSD into HTML for **Adobe Live Daily's** engineers to launch the website.
 - Design online training class website and mobile apps UI for **Microsoft 365 Training** according to Android / iOS and web-based services. Facilitate development team to ensure timely completion of projects.

SKILLS.

SERVICE DESIGN	Skilled in Journey map, Personas, Service blueprints, Storyboards, Ecosystem map, Low-fidelity prototypes
EXPERIENCE DESIGN	Site map, Wireframes, Information architecture, User flow, User interface design
LANGUAGES	English (Professional), Chinese (Native), Hokkien (Native)
IT:	<ul style="list-style-type: none">• Highly competent user of Adobe Suite(PS, AI, AE, etc), Microsoft office, Zeplin• Effective user of Figma, Sketch, Axure, InVision, Confluence, Keynote, Miro,3D (Rhino, Keyshot), Trello• Good understanding of HTML mark-up and principles of website design