

Suyu Ren

Product Designer

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Work Experience

DataSnipper | Product Designer

6.2023 - present Amsterdam, Netherlands

- Led design projects and UX initiatives within the Financial Statement Suite team end-to-end.
- Championed product discovery by running client and stakeholder interviews, design workshops and collaboration sessions to understand and explore customer problems
- Collaborated closely with full stack engineers throughout the implementation process, ensuring seamless integration of designs and promptly addressing feedback.
- Built and maintained a design system in collaboration with the rest of the design team.

AutoScout24 | UX Designer

3.2022 - 5.2023 Amsterdam, Netherlands

- Owned UX/service design within the Order Fulfillment stream for the new product “smyle”, which simplifies the process of purchasing used cars online at AutoScout24, the pan-European online car marketplace.
- Conducted design research, ideation, and prototyping leading to user testing and rapid iterations of digital products/features across both digital and physical user journeys in collaboration with product managers, researchers, and writers.
- Contributed actively to the design system focusing on accessibility.

TBA Group | UX/UI Designer

9.2018 - 2.2022 Delft, Netherlands

- Led design projects through end-to-end process and stakeholder alignment to support complex user workflows at marine container terminals.
- Worked closely with front-end developers to quickly iterate and prototype to drive fast release cycles.
- Created and maintained the company’s 1st design system with scale in mind, while accounting for user needs, web accessibility (WCAG 2.0), and UI best practices.
- Initiated several design process improvements including weekly reviews and bi-weekly superuser feedback sessions cultivating collaboration and feedback culture.

KPN | UX/Visual Design Intern

2.2018 - 4.2018 Amsterdam, Netherlands

Ticketmaster | Web Design Intern

5.2016 - 8.2016 Los Angeles, United States

Education

University of Amsterdam
MS Information Systems (Part-time)

2023 Amsterdam, Netherlands

ArtCenter College of Design
BS Interaction Design

2017 Pasadena, United States

Certification

Certified Professional in Accessibility
Core Competency

Issued in 3.2019 by IAAP

Data Visualisation & Storytelling

Issued in 2.2023 by Growth Tribe

Facilitating Design Sprint Workshops

Issued in 4.2020 by Hike One

Skills

Design & Research

UX Research
UX & UI Design
Product Benchmarking
Personas & User Flows
Wireframing
Design System
Accessibility Audit
Prototyping
Usability Testings

Software

Figma & Sketch
FigJam & Miro
Zeplin
Photoshop
Illustrator
After Effects
Premiere

Coding & Data

HTML/CSS/JS
Arduino (C++)
Processing (Java)
pandas (Python)

Language

English: Proficient
Chinese: Native
Dutch: Elementary