





HUAN RICHARDS

LEAD/SENIOR USER EXPERIENCE DESIGNER | UX ARCHITECT

CONTACT

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 Allen, TX
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EDUCATION

MASTER OF FINE ART
Web Design & New Media
Academy of Art University
2012 - 2014

BACHELOR DEGREE
Art Design
Beijing Institute of Graphic
Communication
2007 - 2011

PROFILE

Experienced UX designer with advanced expertise in user-centered design and a strong ability to translate client needs into effective, polished digital experiences. Skilled in leading projects from discovery through delivery, including Information Architecture, UX strategy, interaction design, and interface optimization to meet both user goals and business objectives.

WORK EXPERIENCE

Lead User Experience Designer, VP

JP Morgan Chase | Aug 2022 - Present | Plano, TX

- Led UX design for enterprise admin tools for commercial user management; developed user authentication flows, and persona-based dashboards.
- Designed basic and advanced internal and external commercial fraud management tools for rule creation, transaction analysis, and feature control.
- Worked closely and coordinated with Product, Developers, and User Research teams.

Senior User Experience Designer

Yum! Brands | Nov 2021 - Jul 2022 | Plano, TX

- Designed admin portal for managing products, menus, taxes, and promotions.
- Created a single-entry franchise and admin portal that centralized multiple disconnected workflows into one streamlined, efficient system.
- Contributed to user research and usability testing to validate designs.

Senior User Experience Designer





Givelify | Nov 2020 - Nov 2021 | Plano, TX

- Redesigned internal admin tool (B2B) to improve the overall user experience quality; improved user flow, ease of use, understandability, and reduced time to activity completion.
- Redesigned primary customer portal (B2C) and 3rd party integration process; improved flow context and information architecture to ease customer usability, automated integration steps where possible to save time and effort.

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WORK EXPERIENCE CONTINUED

Senior User Experience Designer/Architect

AT&T | Jun 2020 - Nov 2020 | Dallas, TX

- Created UX documentation (transaction flows, scenarios, wireframes, navigation models, prototypes, user interaction specifications) to communicate concepts and designs to internal partners.
- Took ownership of the project, translated business goals and requirements into effective digital experiences to solve problems and to improve the customer experience.

Senior User Experience Designer

7-Eleven | Apr 2019 - Sep 2019 | Irving, TX

- Designed digital experiences for the in-store Apps, especially for mobile apps and desktop portal by producing flow diagrams, UI specifications, wireframes, prototypes, and other interaction design artifacts and deliverables that define an ideal flow through the product user interface.
- Analyzed product interactive user experiences in the context of the broader, end-to-end customer service design.

Senior User Experience Designer

AT&T | Mar 2015 - Mar 2019 | Dallas, TX

- Partnered with cross-functional teams to refine requirements and deliver user-centered solutions.
- Created UX flows, wireframes, and prototypes to align stakeholders and clients.
- Applied design thinking to optimize end-to-end customer experiences.
- Mentored and guided junior UX designers to elevate team capabilities.

UI/UX Designer

Wally Corporation | Jan 2010 - Jul 2011 | Beijing, China

- Designed user interface for touch-screen products to boost profits and streamline the customer purchasing experience.
- Redesigned the company website, including front-end development, UX optimization, image editing, and content updates.
- Partnered with marketing leadership to align design solutions with business and marketing strategies.