

Iris Sun

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EXPERIENCE

Product Designer | Flite

May 2025 – June 2025 | New York, NY, US

A nightlife ticketing startup helping event organizers manage and promote events.

- Redesigned user flows and branding independently for event organizers, improving event creation process and analytic dashboard across mobile and desktop platforms.
- Developed a UX strategy that boosted event detail submissions and increased sales by 15%.

Product Designer | Pratt Institute - Center for Career Development

Oct 2024 – May 2025 | New York, NY, US

- Led the end-to-end design of the career-focused webpage for graduate students across all majors, enhancing access to tailored career resources, launched already.
- Designed the information architecture and page layout based on surveys and interviews, then structured resources and wrote UX-focused copy for different fields of study.
- Collaborated with the Digital Communication team to finalize and launch the final webpage, ensuring accessibility and engagement.

UX Consultant | Pratt Institute - Center for Digital Experiences

Oct 2024 - Present | New York, NY, US

Electronic Arts Intermix (EAI)

- Redesigned EAI's key web pages after 5 rounds of iterative usability tests, refined UX writing to enhance clarity and user navigation of the digital archives.
- Developed and launched the new feature Educational Toolkit for the educational streaming service, enhancing the research experience for art scholars and students.
- Collaborated closely with the Executive Director to align design improvements.

Shedd Aquarium

- Ran 16 eye-tracking usability tests on the ticketing pathway for individual and family visitors, provided solid solutions for cutting check-out time and increasing add-on business sales.
- Analyzed Google Analytics data to generate insights on pain points and revenue growth.

Marketing Intern | Phoenix New Media Ltd

Dec 2021- Apr 2022 | Shenzhen, China

- Planned and executed 2 CPG marketing projects and 2 promotional events, with deliverables across social media platforms, outdoor billboards, and Phoenix-hosted forums.
- Produced promotional news reports and feature videos for Phoenix digital platforms and social media, amassing over 300K views.

ACTIVITIES

Course Representative | University of Leeds

School of Media and Communication

Oct 2022 - Sept 2023 | Leeds, UK

- Conducted student surveys and collaborated with the program leader to improve the learning experience and addressed curriculum issues during strikes.
- Planned and organized social events for students and faculty.

EDUCATION

Pratt Institute

Master of Science - Information
Experience Design

2024 - 2026 | New York, NY, US

University of Leeds

Master of Arts - Digital Media

2022 - 2023 | Leeds, England, UK

- Pass with Merit

Guangdong University of Foreign Studies

Bachelor of Arts - Journalism

2019 - 2022 | Guangzhou, China

- GPA: 3.79/4.0
- Scholarships 2020 & 2021

SKILLS

User Research

In-Depth User Interview and Survey
Usability Testing, A/B Testing
Card Sorting, Tree Testing
Competitive Analysis
Eye-tracking

Design

Information Architecture
User Persona
Wireframing, Prototyping
Branding

Media & Communication

Photography, Video Editing
Content Writing
Marketing, Social Media Management

Tools

Figma, Photoshop, Final Cut Pro,
Google Suite

LANGUAGES

English (Fluent)
Mandarin (Native)