

FANYA YOUNG

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ONLINE PRESENCE

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SKILLS

Client Management
Data Analysis
Info. Architecture
Interaction Design
Persona Development Product

Interaction Design
Journey Mapping
Prototyping
Lean UX
Strategy
Survey Design

Low/Hi-Fidelity Mock-ups
Market Research
Visual Design
Wireframes
Usability Testing
User Research

PROJECTS

FOOD DRIVE | Mobile App

Communication API | IoT Connectedness

Oct. '15 – Oct. '15 | San Francisco, CA

A mobile app helping shelters connect to drivers and companies seeking to donate food. Conducted user interviews with shelter employees, volunteers, and homeless to address pain point of wasting food.

LIFE ALERT | Product Redesign

IoT Device Connectedness | Wearable Technology July. '15 – July '15 |

San Francisco, CA

Strategic redesign of emergency medical device to incorporate mobile technology and wearable devices. Focused on gathering user data to identify pain points of caregivers & seniors. Developed user profiles to map opportunities for improvement and increase Life Alert's target market share.

TRANSFERPANTS | Website Redesign Online B2C

E-Commerce

Aug. '15 – Aug. '15 | San Francisco, CA Redesign website for fledgling retailer seeking to increase online

conversion rate and expand operations. Devised test plan & collected user data that identified pain points when purchasing garment. Educated client on user needs within e-commerce, target demographic, and as to comparable companies. Proposed user-centered solutions within scope of client-sensitive context.

ROVER | Participatory Design Rapid UX | User-Centered Approach | Agile

Environment June '15 – June '15 | San Francisco, CA

Devised new mobile app that exchanges social media/ contact information with one-click. Facilitated testing and iteration using Lean UX methodology. Solidified ideas from brainstorming, concepts, and pain point into narratives.

PRIOR EMPLOYMENT

Event Leader | Women Who Code Contributing Team Member |

Creative Professional Dec. '13 – Present | San Francisco, CA

Present concepts, principles, and standards to different individuals at bi-weekly meeting. Proactively partner with tech companies to host event.

Quality Assurance / Web Designer / Customer Liaison | Apportable

Gathering Information | Collaboration | Self-Starter

Feb. '15 – May. '15 | San Francisco, CA

Gathered information from customers about purchases and usability of mobile catalogue, consolidating information to share internally as documentation. Responsible for developing standards to define project goals with other team members.

Trial Counsel | Attorney at Law

Excellent Communication & Presentation Skills | Expert Advocacy June '13 – Jan. '14 | San Francisco, CA Client advocate throughout lifecycle of process. Collaborated with associates, brainstormed solutions, presented arguments for any position during debates.

Counsel, State of California

Conceptualizing | Advocating Different Points of View June '09 – June '13 | San Francisco, CA

Regularly brainstormed current concepts and defined strategies or goals. Used documents, diagrams, and other materials to communicate and demonstrate concepts.

PUBLICATIONS

"Redefining User Experience: Security as the Standard for Mobile Apps" LinkedIn.com, Oct. 2015

"Connecting to Consumers Through User Experience" LinkedIn.com, Sept. 16, 2015

"User Experience Hits Target" LinkedIn.com, Sept. 14, 2015

"Women Who Code: Changing the World" Fanya.biz, July 25, 2015