

# YAJING (JEMMA) YANG

User Experience Designer

## INFO.



Portfolio:

<https://yajingyang.com>



Email:

yajingyang626@gmail.com

## EDUCATION

08/2016 – 05/2018

**Georgia Institute of Technology**

MS – Digital Media

09/2012 – 07/2016

**Communication University of China**

BA – Communication

## SKILL

### UX Design

Persona, Surveys, Interviews,  
Affinity mapping, Journey mapping,  
Wireframing, Prototyping,  
Usability Testing, Design systems

### Design Tools

Figma, Sketch, InVision, Adobe XD  
Protopie, Photoshop, Illustrator,  
After Effect, Html/CSS, JavaScript

## EXPERIENCE

### Senior UX Designer

AKQA | Atlanta, GA

04/2021 – Now

Redesigned responsive websites for Chick-fil-A. Enhanced user flow of the websites as well as visual design aspect of digital space.

Designed and delivered auto check-in experiences across App and Websites responding to Covid-19 situations.

Collaborated with strategists, product managers and developers to bring clients' brands to life across digital channels.

### User Experience Designer

OneTrust | Atlanta, GA

07/2018 – 03/2021

Led UX designs for Cookie Consent and Preference Management products for both B2B & B2C experience

Translated complex legal requirements (GDPR & CCPA) and business goals into an intuitive user experience

Collaborated with PMs, engineers, and content writers to iterate in an Agile environment

Participated in building and maintaining a design system to improve team efficiency and consistency

### UX/UI Designer Intern

Sparks Grove | Atlanta, GA

06/2017 – 08/2017

Redesigned a responsive website for a leading client in the hotel industry resulting in up to 80% increase in usability ratings

Collaborated with user researchers to conduct interviews and surveys to guide design strategy

Created user flows, wireframes, and interactive prototypes for mobile and desktop websites using Sketch and InVision.

Conducted usability testing sessions to validate designs