YAJING (JEMMA) YANG

User Experience Designer

INFO.

Portfolio:
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SKILL

01. UX Knowledge

Persona | Surveys | Interviews
Contextual Inquiries | Focus Group
Wireframing | Prototyping
Usability Testing | A/B testing
Heuristic Evaluation

02. Design Tools

Sketch | InVision | Adobe XD
Figma | Protopie | Photoshop
Illustrator | After Effect | Unity3D
Html | CSS | JavaScript

LANGUAGES

English: fluent

Chinese: native

EXPERIENCE

User Experience Designer

OneTrust | Atlanta, GA   07/2018 – Now

- 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
- Gathered and solicited user feedback by joining clients calls and conducting usability testings

UX/UI Designer

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

EDUCATION

Georgia Institute of Technology

Master of Science in Digital Media   08/2016 – 05/2018
GPA: 4.0/4.0

Communication University of China

BA – Communication   09/2012 – 07/2016
GPA: 3.79/4.0