

YAJING (JEMMA) YANG

User Experience Designer

INFO.



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SKILL

01. Knowledge

Persona | User Journal
Wireframing | Prototyping
Usability Testing
Front-end Development
Low to High Fidelity Design

02. Tools

Adobe Photoshop
Adobe Illustrator
Sketch | InVision | Axure
After Effect | Unity3D
Html | CSS | JavaScript

LANGUAGES

English



Chinese



Korean



PROFILE

Seeking for a full-time UX Design position.

I'm a UX designer with a consulting background in marketing and branding. I am always eager to explore innovative techniques, desire to tell fascinating stories by multiple mediums, and to ultimately foster more immersive experience.

EXPERIENCE

06/2017 - 08/2017 | Atlanta, GA

Sparks Grove, Northhighland

Web Designer Intern

- Researched and identified users' needs through client meetings and user testings.
- Designed and validated user flows and wireframes to engage users exploring clients' services.
- Led interfaces design and delivered prototypes presenting both workflows and microinteractions.

12/2015 - 06/2016 | Beijing, China

Weber Shandwick, Interpublic

Account Executive Intern

- Involved in web design with creating marketing campaign micro-sites.
- Brainstormed and crafted multi-platform graphics to open up more communication opportunities with stakeholders.
- Collaborated with multiple roles to drive alignments on strategic directions and contentious design topics.

09/2013 - 06/2014 | Beijing, China

AIESEC in CUC, China

Communication designer

- Responsible from strategy to design of social media contents and visual identity.
- Established brand awareness for AIESEC at Communication University and enhanced online presence & user engagement.
- Worked collaboratively within a diverse team to progress through ambiguous situations.

EDUCATION

08/2016 - 05/2018 | Atlanta, GA

○ **Georgia Institute of Technology**

GPA: **4.0/4.0**

MS - Digital Media

09/2012 - 07/2016 | Beijing, China

○ **Communication University of China**

GPA: **3.79/4.0**

BA - Communication