Kenny You

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Experience

Nintendo
UI Designer II
June 2023 - Current

- Led the launch of the home page hero carousel on Nintendo.com, allowing immersive and story-driven content to be reached to millions of users.
- Designed the core visual experience for a new Nintendo Switch bundle building journey.
- Leading the creation and documentation for more usable components within the Nintendo Design System.
- Producing visual designs for multiple channels including Nintendo.com, on-device, social media, and global-scale marketing campaigns.

Impact Theory
UI/UX Designer
March 2023 - June 2023

- Led the creation of the design system for unification of visuals and opened opportunities to scaling designs across multiple platforms.
- Redesigned the primary and secondary websites to create a visually compelling and informational experience for users.
- Assisted in the design, build, and launch of Project Kyzen, a gamified and story-based NFT experience.
- Utilized various user research methodologies such as surveys, user interviews, A/B testing, and card sorting to better prioritize user satisfaction.

WMI Worldwide
UX Designer
June 2022 - March 2023

- Redesigned the timesheet for oRooster, a payroll and product management tool, based on user interviews/surveys.
- Prototyped interactive tutorials and onboarding screens for oRooster to inform users of essential features.
- Restructured Microsoft's Azure DevOps toolchain email template, increased conversion rate by 70%.

Education

University of Washington - Seattle
B.S in Human-Centered Design & Engineering | UX Design
September 2018 - December 2022

Skills

Tools + Tech
- Figma + Adobe XD + Sketch
- Storybook
- Zeplin
- Adobe Creative Suite
- Google Cloud/Analytics
- HTML + CSS + JavaScript
- Java + Python + React.js
- Jira + Confluence + Asana

Research
- Usability Tests
- Affinity Diagrams
- User Interviews
- Focus Groups
- Surveys
- Card Sorting

Design
- Wireframes
- Information Architecture
- User Flows
- Advanced Prototyping
- Design Systems
- User Interface Design
- Interactive Design