

Kenny You

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Experience

Nintendo

[Product Designer II](#)
Jun. 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 bundling journey, now one of the highest engagement pages.
- Creating and maintaining design system components, deeply advancing component guidelines for accessibility, and developing opportunities to maximize design system usage on Nintendo.com and beyond.

Impact Theory

[Lead UX Designer](#)
Feb. 2023 - Jun. 2023

- Led the establishment of the IT Design System for unification of visuals and opened mass opportunities to scaled designs across all platforms.
- Assisted in the design, build, and launch of Project Kyzen, a gamified and story-based NFT experience.
- Redesigned the primary and secondary websites to create a visually compelling and informational experience for users.

WMI Worldwide

[UX Designer](#)
Jun. 2022 - Mar. 2023

- Designed and prototyped interactive tutorials and onboarding screens for oRooster, an internal product management tool, to inform users of essential features.
- Redesigned Microsoft's Azure DevOps toolchain email template, increased conversion rate by 70%.

Education

University of Washington

[UX Design](#)
Sept. 2018 - Dec. 2022

- Bachelor of Science in Human-Centered Design & Engineering

Skills

Tools & Tech

- Figma, Adobe XD, Sketch, Adobe Creative Suite, Google Analytics, HTML, CSS, JavaScript, Java, Python, React.js, Git, GitHub, Jira, Confluence, Asana

Research

- Concept testing, usability testing, affinity diagrams, user interviews, focus groups, surveys, card sorting

Design

- Design systems, prototyping, wireframes, information architecture, user flows, user interface design, interaction design, motion design, branding

Awards

Reddit Capstone

[Best in Communication Award](#)
June 2022

DubsTech 8th Protothon

[1st Place for Coding with Kids website redesign](#)
May 2020