



Kenny You

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Experience

Nintendo

UI Designer II | Design Systems
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; now one of the highest engagement pages.
- Creating, updating, maintaining design system components, deeply advancing component guidelines for accessibility, and developing opportunities to maximize design system usage on Nintendo.com and beyond.
- 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 establishment of the IT Design System for unification of visuals and opened mass opportunities to scaled designs across all 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

Skills

Tools + Tech

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

Research

- Usability tests
- Affinity diagrams
- User interviews
- Focus groups
- Surveys
- Card sorting

Design

- Design systems
- Wireframes
- Information architecture
- User flows
- Advanced prototyping
- User interface design
- Interactive design