



Kenny You

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Experience

Nintendo

UI/Web Designer - Design Systems
June 2023 - Current

- Increasing user experience by leading the creation, auditing, and versioning of 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.
- Led the launch of the Center Stage Carousel on the forefront of Nintendo.com, allowing highly creative and story-driven content to be reached to millions of users.
- Visualizing, conceptualizing, and prototyping new interface experiences through assessing stakeholder's needs.

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.
- Redesigned Microsoft's Azure DevOps toolchain email template, increased conversion rate by 70%.

Education

University of Washington - Seattle

Bachelor of Science in Human-Centered Design & Engineering
September 2018 - December 2022

Skills

Tools + Tech

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

Research

- Field Observations
- Usability Tests
- Affinity Diagrams
- User Interviews
- Focus Groups
- Surveys
- Card Sorting
- Stakeholder Analysis

Design

- Information Architecture
- Wireframes
- User Flows
- Rapid Prototyping
- Design Systems
- Graphic Design