Kenny You

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Experience

Nintendo
UI/UX 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 bundle building journey, now one of the highest engagement pages.
- Creating, 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
UI/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