

# 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 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

[Lead 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

[UI/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 8<sup>th</sup> Protothon

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