

Wilyza Yap

With a background in psychology, I'm a passionate UX researcher based in California. My journey is anchored in an appreciation for technology and a fascination with the human mind. By blending my psychological insights with user experiment research, I uncover deep-rooted user behaviors and preferences, translating them into thoughtful and intuitive digital designs. My mission is to bridge the gap between human psychology and technology, creating user-centric solutions that resonate and elevate the digital landscape.

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RELEVANT EXPERIENCE

California State University East Bay — *Lab assistance*

August 2023-present

Collected Data exploring the questions among neurodiverse individuals and with the data created data-analysis plans.

OTHER WORK EXPERIENCE

CERTIFIED NURSE ASSISTANT (CNA)

Record and report care of patients

August 2019- September 2022

EDUCATION

California State University East Bay- *Psychology BA*

August 2022-August 2023

Completion of GPA: 3.4

Santa Rosa Junior College- *Associates*

August 2017- May 2020

Transfer GPA 3.7

UC Berkeley Extension

April 2023- October 2023

Certification in Ux/UI Design

PROJECTS

Redesign for a non-profit website

A week week group project that focuses on designing a website for a non-profit organization. We conducted user research, sketching, wireframes, and testing.

SKILLS

Figma

Miro

SPSS and JASP

DESIGN THINKING

RESEARCH

User Interviews

Heuristic evaluations

Personas

INSIGHT IMPLEMENTATION

Storyboards

Concept mapping

Sketches

USABILITY TESTING

Guerilla testing

Card sorting

A/B Testing

PROTOTYPING

Wireframes

Cliable lo/mid/high fidelity

Mock-ups

