

ALYSSA S. YANG



PRODUCT DESIGNER

asyang.me

as.yang@berkeley.edu

862-216-7126

TOOLS

Sketch
Invision
Figma
Illustrator
Photoshop
Premiere Pro
InDesign
Principle
HTML
Python
Swift

SKILLS

Human-Centered Design
User Research
UI/UX Design
Market Analysis
Visual Design
Animation
Illustration
Wireframing
Prototyping
Neurobiology Research
Data Analysis
Python
HTML

INTERESTS

Collecting Pins
Playing Violin with UCBSO
Eating Spicy Food
Indoor Gym Boulderling
Dog Spotting

EDUCATION

University of California, Berkeley

B.A. Cognitive Science '20

EXPERIENCE

GeekBears *Oct. 2017 - present*

UI/UX Design Intern

Redesigned web and iOS interfaces in order to improve the user experience and bring clients' visions to life

Bridged the gap between client and engineers by communicating design decisions intended for lean development

HoneyBook *Sep. 2017 - Dec. 2017*

Product Design Consultant

Created an onboarding flow and redesigned an existing price calculator tool using the human-centered design pipeline with teammates from Berkeley Innovation

Led the user research sprint, which involved identifying problems, conducting surveys and interviews, synthesizing insights, journey mapping and empathizing with users to understand their needs

UCB Undergrad Graphics Group *June 2017 - present*

Art for Animation Facilitator

Lectured about the pre-production pipeline for animation art, with topics ranging from storyboards to environment design

Led group critique sessions that help students ideate for their animatics through providing visual design and conceptual feedback

Helen Wills Neuroscience Dept. *June 2017 - Dec. 2017*

Research Assistant, Isacoff Lab

Investigated the role of transmembrane protein 266 in zebrafish neuronal signaling with in situ hybridization

Searched for insights in large sets of data using behavioral tests through MATLAB analysis

AWARDS

TreeHacks Winner *Hack to Save Homeless Pets, Feb. 2017*

Doggo with Neha K, Mandi C & Makena F

Designed a solution that used the Google Vision API to improve the animal adoption facilitation process, prototyped an iOS app in Swift

BB Designathon Winner *Teach for America platform, Apr. 2017*

Elevate with Jackie T, Angela K, Chelsea C

Ideated and prototyped a solution with Sketch and Principle to track student progress with a data visualization tool

Doug Kopsco Memorial Scholarship *FormFactor Inc, 2017*

Awarded \$5000 for an essay about using VR technology to foster empathy and improve our understanding of neurological conditions