

ANNIE YANG

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EXPERIENCE

MOBILE UX/UI DESIGNER

Feb 2017 - Present

Puffy App, Santa Ana

- Collaborating with product designer and development team to bring designs to reality
- **Producing lo-fi and hi-fi wireframes** for all screens of app, including onboarding with Sketch App
- Creating prototypes with InvisionApp
- Creating **user experience documentation**

Now featured live on App Store: Puffy App by The Puffy App, LLC

UX/UI DESIGNER

Oct 2017 - Feb 2018

Staffany, Singapore

- **Collaborated with developers** to translate information architecture into simple to use and ready for **Minimum Viable Product (MVP)**
- Conducted **User Testing**
 - **Analyzed** MVP feedback, resulting in needing to improve user flow
 - Wrote feedback report to team
- Designed **logo** and **branding style guide** with Sketch to create consistent branding
- Produced **wireframe** for onboarding and employee/employer schedule flow for web app

Now featured live on <https://app.staffany.com>

LEAD DESIGNER/MARKETING INTERN

Sep 2017 - Dec 2017

PlusOne Social by Titan AI Studios, Inc., San Jose

- Created **wireframes** and **mockups** for profile, meetup, events, and menu screens for mobile app
- Search Engine Optimization (**SEO**)
 - Edited focus keywords, slugs, titles, meta descriptions for blog posts
- Wrote blog content, created backlinks, emailed bloggers, analyzed traffic
 - Received **one blogger to write about our app** on Bustle

Now featured live on app/Google Play store: PlusOne Social by Titan AI Studios, Inc

UX/UI DEVELOPER (FREELANCER)

Jan 2017 - Sep 2017

Delightful Natural Food, Modesto

- **Built responsive** website with **HTML5, CSS3, Javascript, Bootstrap** and integrated Paypal API
- Increased traffic by **46%** (new visitors) and **54%** (returning visitors) from June - July
- Created landing page and products page wireframes and prototypes for desktop
- Added Drift Chat-bot API to enhance customer support

DESIGN

- Competitive Analysis
- User Research
- Personas
- Use Cases
- Storyboards
- Surveys
- Information Architecture
- Wireframes
- High-Fidelity Prototypes

TOOLS

- Sketch
- Adobe Photoshop
- Balsamiq Mockups 3
- Marvel/Invision
- Adobe Experience Design
- Craft/Zepplin
- Google Analytics

WEB DEV.

- HTML5
- CSS3
- JavaScript

LANGUAGES

- English
- Cantonese
- Mandarin

EDUCATION

CALIFORNIA STATE UNIVERSITY OF STANISLAUS

Bachelors of Science (BS) in Computer Science

- Recognized for Superior Academic Achievement for College of Science on Fall 2015 and Spring 2016