ANNIE YANG

Contact

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Skills

UX/UI

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

Programs

Sketch
Marvel/InVision
Abstract
Balsamiq Mockups 3
Adobe Experience Design
Craft
Zeplin
Google Analytics
Maze

Web Dev.

HTML5
CSS3

Languages

English
Cantonese
Mandarin

Education

California State University, Stanislaus

Bachelors of Science (BS) in Computer Science

Experience

UX/UI Designer — Feb 2018 – Apr 2019

MNG Enterprise (Irvine, CA)

- Created lo-fi wireframe with pen & paper and hi-fi wireframe with **Sketch**
- Protoyped mockups using **InvisionApp**
- Conducted internal **interviews**
- Created internal **design libraries**
- Bought on **Kan-ban board** using Trello and **version control** with Abstract

UX/UI Designer — Oct 2017 – Feb 2018

Staffany (Singapore)

- Translated **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

UX/UI Designer/Marketing Intern — Sep 2017 – Dec 2017

Titan AI Studios, Inc. (San Jose, CA)

- Created wireframes and mockups with **Balsamiq** and Sketch
- **Search Engine Optimization** (SEO)
  - Edited focus keywords, slugs, titles, meta descriptions for blog posts
- Wrote blog content, created backlinks, emailed bloggers, **analyzed traffic**

UX/UI Developer — Jan 2017 – Sep 2017

Delightful Natural Food Inc. (Modesto, CA)

- 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
- Added **Drift Chat-bot API** to enhance customer support