ANNIE YANG

Contact

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Portfolio: annie-yang.github.io
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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
Mr. Nice Guy (Irvine, CA)

- **Wireframe** and **design responsive user interfaces**
- **Protoype** mockups using InvisionApp
- **Collaborated** with designer and developers **team efficiently**
- Created **design libraries**

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** 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 blogger to write about our app on Bustle

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
- Created landing page and products page wireframes and prototypes for desktop
- Added **Drift Chat-bot API** to enhance customer support