ANNIE YANG

📞 (209) 202-1975

✉ yang.annie48@gmail.com

🖥 annie-yang.github.io

in linkedin.com/in/ayang4

EXPERIENCE

UX/UI DESIGNER   Oct 2017 - Present
Staffany, Singapore

- **Collaborated with developers** to translate information architecture into simple to use and ready for **Minimum Viable Product (MVP)**
- Conducted **User Testing**
  - **Analyzed** feedback to identify and improve user flow
  - Wrote report based on feedback to provide to team
- Designed **logo** and **branding style guide**
- 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

Now featured live on http://www.delightfulnaturalfood.com

EDUCATION

CALIFORNIA STATE UNIVERSITY OF STANISLAUS   Aug 2012 - Dec 2016
Bachelors of Science (BS) in Computer Science
Overall GPA: 3.4

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

DESIGN

- Competitive Analysis
- User Research
- Personas
- Use Cases
- Storyboards
- Surveys
- Site Maps
- Wireframes
- High-Fidelity Prototypes

TOOLS

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

WEB DEV.

- HTML5
- CSS3
- JavaScript

LANGUAGES

- English
- Cantonese
- Mandarin