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Ansell Yuen

Education

Saint Louis University

Bachelor of Science, Information Technology Management
Minor • Visual Communications

August 2017 - December 2021
Saint Louis, MO

Experience

UI/UX Designer @ Flowstate

Project for NanoGiants Hackathon

September 2021
San Jose, CA

- Design a high-fidelity prototype of a tool that creates a user interface, based on a user flow
- Lead design vision for product by defining visual style and establishing core user experience
- Utilize and design with consideration to the given existing design system
- Refine UX workflows and create interactive prototypes using Figma

UX Researcher @ Nestlé Purina

Undergraduate Research

March 2021 - May 2021
Saint Louis, MO

- Lead a team of students to develop and create personas and customer journey maps to visualize customer needs, pain points, and interactions through the process
- Deliver analysis on consumer behavior and practices on e-commerce platforms and potential improvements to the customer experience to Purina's User Experience team
- Conduct clickstream analysis, observational studies, and surveys to gather and analyze data on consumer sentiment

Founder @ San Jose Hyphy

Clothing Brand

June 2018 - Present
San Jose, CA

- Develop and design merchandise to make San Jose Hyphy standout as a perennial clothing brand
- Manage communications between suppliers and manufacturers to deliver the best quality products to customers
- Design and maintain online storefront and manage inventory and sales
- Handle social media for San Jose Hyphy on major social media platforms

Skills

Creative

- Adobe Illustrator
- Adobe Premiere
- Adobe Photoshop
- Adobe AfterEffects

Prototype

- Adobe XD
- Figma

Front-end

- HTML
- CSS

Design

- Wireframing
- Journey Mapping
- Storyboarding
- Info Architecture