

YUNG-SHIN KO

Portfolio: <https://www.yungshinko.com/>



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Skill

User Research
Information Architecture
Wireframe
Mockup
Prototype
Usability Testing
html & css

Software

Figma
XD Adobe
Photoshop
Illustrator
After effect
Indesign

Language

English
Mandarine

Profile

As a UX designer, I have strong design thinking, qualitative and quantitative UX research skills. I have been committed to making the design look fabulous and intuitive. Always passionate about empathizing with the users and solving problems. From my solid education and previous working experience, I am able to build user-accessible projects with developers and successfully communicate with stakeholders. Moreover, I enjoy mutually sharing creative ideas with my team members and always be humbled to take constructive criticism. I place great emphasis on time management. Having work done with high quality within the assigned schedule has always been my priority.

Experience

University Health Network 1/2022-Now

UX Specialist (Intern)

Create a new website for disseminating information about kidney disease to the ACB community.

- Clarified the project goal with PM and conducted market research, persona, information architecture, user flow, and converted them into an actionable plan that meets deadlines
- Created wireframe, mockup and prototype and conducted the usability testing to see if the design meets the project goal
- Created a representative logo, typography, and colour palette for the visual manifestation that is accessible and inclusive.
- Worked closely with developers and project managers
- Reported to the manager on weekly meeting

Improve the internal portal to enhance internal members working efficiency.

- Conducted usability testing and interviews and explored users behaviour and motivation to figure out the reasons for the low usage of the internal portal
- Worked closely with other UX specialists to come up with solutions

Yahoo! (Verizon) 7/2019-7/2020

E-commerce operation specialist

- Communicated with couples stakeholders and increased sales revenue.
- Created and delivered brand marketing strategies that enhanced user conversion rate.
- Analyzed data to maintain and adjust brands' operations on the Yahoo platform, ensuring we offered the best experience for the users.

Education

Seneca College 1/2021-8/2022

Interactive Media Design Program

Shih Chien University 9/2014-6/2018

Fashion Design Program