



# YUNG-SHIN KO

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## Hard Skill

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

## Soft Skill

Responsible  
Curiosity  
Empathy  
Communication  
Flexibility  
Creativity  
Active learning  
Problem-solving

## Software

Figma  
XD Adobe  
Photoshop  
Illustrator  
After effect  
Indesign  
Unity

## Language

English  
Mandarin

## Profile

As a UX designer, I possess strong design thinking skill and qualitative and quantitative research methods. I am committed to creating design solutions which are intuitive. Always passionate about empathizing with the user and solving problems, trying best to balance the user-center design and business.

From my solid education and previous working experience in University Health Network, I am able to build user-accessible projects with developers and successfully communicate with stakeholders.

Moreover, I enjoy sharing mutually creative ideas with my team members and am always be happy to receive constructive feedback. I place great emphasis on time management; having work done with high quality within the assigned schedule has always been my priority.

## Experience

### NEX Foundation 4/2022-present

#### UX Designer (Volunteer)

Design a forum for Taiwanese who want to study abroad to find the information (In Progress)

- Creating User flow and Functional Map to clarify the forum layer and the different functions we need to develop.

### University Health Network 1/2022-4/2022

#### 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

### 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