

# Yenny Yulianny

## PRODUCT & UX/UI DESIGNER

I'm a Product, UX/UI Designer with a professional background in website design, digital illustration, and photography. As a former business owner and designer for local establishments, I have developed an acute ability to identify customer pain points and used design to influence business decisions.

## CONTACT

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## SKILLS

User Research | Visual Design | Usability Testing  
Competitive & Comparative Analysis,  
Info Architecture | Storyboard | Wireframing  
Hi-Fi Prototyping | User Interface Design  
Branding & Logo Design | Responsive Design  
Interaction Design | Content Strategy.

## TOOLS

Figma | Sketch | InVision | Illustrator | Photoshop  
Indesign | Adobe XD | Google Suite | Lightroom  
HTML/CSS.

## EDUCATION

### Academy of Art University

Advertising | San Francisco, CA

### Academy of Art University

BFA in Graphic Design | San Francisco, CA

## CERTIFICATE

### General Assembly

User Experience Design Immersive,  
Human Computer Interaction

### HackBright Academy

Certificate of Programming

## LANGUAGES

Bahasa Indonesia | Hakka Chinese  
Beginner Mandarin | English

## EXPERIENCE

### Product & UX/UI Designer

FREELANCE | San Francisco, CA | May 2017 – Present

- **GLOBAL ISSUES NETWORK | UI DESIGNER** | Created and designed the visual identity for global issues.
- Participated in several game hackathons "Ludum Dare". Worked closely with engineers to produce art assets within 72 hours and contributed to the core design of the games.
  - <https://www.yulianny.com/fathomless> • <https://www.yulianny.com/arcternal>
- **ONIA APP | PRODUCT DESIGNER** | Created and Designed a wine journal.
- **GAME SEEKER | UI DESIGNER** | Created UI elements.

### Creative Director

IPMD.INC | San Francisco, CA | Jan 2020 – Present

- Successfully **restructured and redesigned** the IPMD website and **launched the Project M beta testing site** from ground level to finished product.
- Collaborated with the CEO and CTO to **lead and execute an end to end UX process** for the web application's test site.
- Produced content and visual assets for marketing, social media, and a Project M documentary. Built pitch deck slides for potential investors.

### Product Designer

COURTBUDDY.COM | San Francisco, CA | Jan 2020 – May 2020

- Assisted a design team in reshaping the future of Court Buddy's visual presence and core interface across all of its products.

### UX & Visual Designer

SFDPH | San Francisco Department of Public Health | San Francisco, CA | Sep 2019

- Led comparative and competitive market research for Gender Health SF, a service organization part of the San Francisco Department of Public Health.
- Created initial wireframes and hi-fi interactive prototype for SFGov.org.
- Align Gender health SF's new site with the existing SFGov.org style guid

### Business Owner

SUKA | San Francisco, CA | May 2015 – Oct 2017

- Managed a team of 15+ employees and trained both the front and back of the house.
- Developed brand identity and built a business website where the customer can make orders, view promotions, and obtain business information, such as operating hours and contact info.

### Graphic, Web & Interaction Design

FREELANCE | San Francisco, CA | March 2008 – May 2015

- Worked with 20+ clients from personal to commercial projects including: Pinecrest Diner, Planet Organic, Burmese Kitchen and Regali Tutti I Frutti.
- Created and designed a brand identity, website and menu for Pinecrest Diner which resulted in a sales increase.

### Graphic Designer

E&E CO, LTD. | Fremont, CA | Aug 2007 – Feb 2008

- Designed promotional items for quarterly trade shows, labels and packaging for our clients, including Neiman Marcus, Macy's, Walmart, Target, Kohl's, Pet-smart, Kmart, etc.
- Worked in a fast-paced environment with overlapping projects, events, and deadlines.
- Collaborated with the sales team to develop pitches for clients which lead to contracts.

### Graphic Designer

APRIL & COMPANIES | San Francisco, CA | March 2002 – April 2005

- Redesigned the company's brand and participated in their marketing strategy.
- Designed & created marketing materials including, building signs, magazine/ newspaper ads, flyers, etc.