# Yenny Yulianny

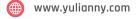
#### PRODUCT DESIGNER

I'm a product designer with a background in graphic design. As a previous business owner and designer for local establishments, I have developed an acute ability to identify customer pain points and use design to influence business decisions, achieve their potential for impact, and strive for excellence.

#### CONTACT







#### **SKILLS**

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

#### TOOLS

Figma | Sketch | InVision | Adobe CC | Google Suite | HTML/CSS.

#### **EDUCATION**

## Academy of Art University

Advertising I San Francisco, CA

#### Academy of Art University

BFA in Graphic Design I San Francisco, CA

#### **CERTIFICATE**

#### **General Assembly**

User Experience Design Immersive, Human Computer Interaction

# HackBright Academy

Certificate of Programming

# **LANGUAGES**

English | Bahasa Indonesia | Hakka Chinese

#### **EXPERIENCE**

#### **Product Designer**

FREELANCE | San Francisco, CA | May 2017 - Present

- Created & designed web and mobile apps.
- 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

## **PROJECT**

- ONIA APP I PRODUCT DESIGNER I Created and Designed a wine journal.
- GAME SEEKER | UI DESIGNER | Created UI elements.

#### **Product Designer**

GLOBAL ISSUES NETWORK | San Francisco, CA | Feb 2021 - Apr 2021

• Created and designed the visual identity for global issues.

#### **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** 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.
- $\bullet$  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.