

daniell yang

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Experience

Shopify - UX Research & Design Intern

Sep 2019 - Dec 2019

- Led the user research and design of core features for the ground-up rebuild of a new online store website builder for 1,000,000+ businesses

Shopify - Product Design Intern

Jan 2019 - Apr 2019

- Championed Shopify Marketing's mobile app re-design, introducing new visual and interaction patterns to the Polaris design system
- Designed and shipped new form components for 3rd party developers scaling the number of app integrations within Marketing by 150%

Pound & Grain - Design Intern

May 2018 - Aug 2018

- Directed Weight Watchers Canada's Summer 2018 marketing campaign resulting in Q2 2018 subscription growth of 26%
- Unified Viacom's vast social media portfolio with consistent brand guidelines and style-guides, growing subscriber count and engagement by over 40%

Extracurricular

UW/UX - Community Lead

Jan 2019 - Present

- Fostering the student design community at the University of Waterloo by organizing events with industry professionals, leading workshops and providing informative online resources

Projects

Synthly (1st Place at Facebook Hackathon Demo)

November 2018

- Developed an application that maps music/beats to a users hand gestures, allowing anyone and everyone with a basic laptop and web-cam to be a DJ
- Won **1st Place** for the Facebook Hackathon Demo and invited to the **Facebook Global Hackathon to represent Team Canada**

Bella (1st Place at HackWestern 4)

October 2017

- Built an iOS app that leveraged a machine learning model which analyzes the user's brain-waves to generate a Spotify playlist based on their mood
- Won **Best Use of Innovative AI/ Machine Learning** at HackWestern4

Skills

Product strategy
User research
Usability testing
Content strategy
Systems design
Interactive prototyping
Mobile design
Web design

Figma, Sketch
Origami Studio, InVision
Abstract, Photoshop
Illustrator, InDesign

HTML, CSS
Javascript, React
C++, Python

Education

University of Waterloo

Bachelors of Computer Science
and Finance (Minor in Fine Arts)
2017 - Present

Awards

Facebook Global Hackathon

Team Canada Representative

Hack the North

Facebook Demo Winner

HackWestern4

Best Use of AI/ML

Interests

Singing terrible karaoke
Playing badminton
Gambling Investing in stocks