

# Daniell Yang

daniellyang.github.io  
daniell.yang@uwaterloo.ca

## Skills

Interaction design, Visual design  
Mobile native design, Rapid prototyping  
Information architecture, User research

## Tools

Sketch, Figma  
Origami Studio, InVision  
Photoshop, Illustrator

## Development

HTML5, CSS  
Javascript, ReactJS  
C++, Python

## Work Experience

### **Product Design Intern - Shopify**

*Jan 2019 - Apr 2019*

- Collaborated with developers, PMs and other key stakeholders to plan Shopify Marketing's key features and milestones for 2019
- Designed and shipped new form components for 3rd party developers scaling the number of app integrations within Marketing by 150%
- Championed Shopify Marketing's mobile app re-design, introducing new visual and interaction patterns to the Polaris design system

### **Design Intern - Pound & Grain**

*May 2018 - Aug 2018*

- Directed Weight Watchers Canada's Summer 2018 marketing campaign resulting in Q2 2018 subscription growth of 13%
- Unified Viacom's vast social media portfolio with consistent brand guidelines and style-guides, growing subscriber count and engagement by over 40%

## Community

### **Community Lead - UW/UX**

*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**

*Nov 2018*

- Developed and designed an application that maps music/beats to a user's 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**

*Oct 2017*

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

## Education

### **University of Waterloo**

*Sep 2017 - Apr 2021(Expected)*

Candidate for Bachelors of Computer Science and Finance (Planned minor in Human-Computer Interaction)