**Index (home):**

P1: Hello I’m Yiting, the UX designer. I Inspire and empower people through innovative design. I am currently studying Human-Computer Interaction at the University of Michigan. Besides design, I am passionate about music, travelling, and plants!

P2: As an UX designers, I am responsible for making sure that the user’s interaction with a digital product is as fast, easy and efficient as possible. While I care about the visuals, I map out the user journey and strategies to solve users’ pain points and meet their needs. The outcome of that is a wireframe – a blueprint of the product.

P3: Welcome to my website. On this website, you can explore some of my design work and learn more about me. During the COVID quarantine, I started collecting plants as a hobby. As for now, my plant collection has reached about 40 different species. My Favorite music genre is K-pop. Although I don’t speak Korean, I am fascinated by K-pop performance. My favorite K-pop groups include BLACKPINK, (G)I-DLE, and IVE. Feel free to connect with me through email, Instagram, and LinkedIn.

**About:**

P1: Hi there, I’m Yiting! I am currently a graduate student at the University of Michigan, studying human-computer interaction. I started exploring the field of experience design 4 years ago in my studies in architecture as an undergraduate student. Studying Architecture gave me opportunities to explore and create designs, but most of all, it really pushed me to be curious about the user experience gaps in designs. Since then, I have been practicing design skills that allow me to reimagine the relationship that people have with digital and physical environments. I aspire to become a designer who can contribute towards meeting user experience gaps through creativity with problem solving and delicate visual crafts.

P2: Also, meet my dog - VaVa! My 4 years old English golden retriever is my design companion.

“After a nice long hike and refreshing swim with dad. I like to relax by gnawing on a yummy bone. When I am being a good girl, my daddy will give me my favorite treat - beef jerky.”

P3: My favorite city that I have been to is Barcelona! Barcelona, the cosmopolitan capital of Spain’s Catalonia region, is known for its art and architecture. The fantastical Sagrada Família church and other modernist landmarks designed by Antoni Gaudí dot the city. Museu Picasso and Fundació Joan Miró feature modern art by their namesakes.

P4: My 3 favorite plants: Philodendron Florida Ghost, Philodendron Pink Princess and Monstera Thai Constellation. Philodendron is a large genus of flowering plants in the family Araceae. As of September 2015, the World Checklist of Selected Plant Families accepted 489 species; other sources accept different numbers. The name derives from the Greek words philo- or "love, affection" and dendron or "tree". The generic name, Philodendron, is often used as the English name, "philodendron". Monstera deliciosa, the Swiss cheese plant, is a species of flowering plant native to tropical forests of southern Mexico, south to Panama. It has been introduced to many tropical areas, and has become a mildly invasive species in Hawaii, Seychelles, Ascension Island and the Society Islands.

**Resume:**

P1: View my resume and earn more about my professional experience here.

P2: Some of my achievements include receiving honorable mention at Business + Tech Innovation; Intercultural Leadership Certificate from International Center at University of Michigan; SuperJury nomination from Student Design Award at School of Architecture and Urban Planning at University of Wisconsin – Milwaukee; UWM Excellence Award from University of Wisconsin – Milwaukee.

P3: Tools and languages I am sufficient in are Adobe Creative Suite, Figma, Rhino, AutoCAD, Sketch Up, Miro, Laser Cut, 3D Print, Model Making, HTML/CSS, Python

My design skills include Interaction Design, UI Development, Product Design, Storyboarding, User Flows, Wireframes, Prototyping, Architectural Design, Design Systems.

My research skills include User Interviews, Contextual Inquiries, Competitive Analysis, Usability Testing, Affinity Mapping, Site Analysis

P4: Here’s the organizations that I have worked with: [insert logos below]

**Projects:**

P1:

[Overview] A guidance tool for consumers to shop smart and support fair labor. Purple Pages is our solution to better educate young adults about fair labor practices of various brands, enabling them to make informed purchasing decisions. Purple Pages helps young adults become more informed consumers for several reasons; young adults may not have the financial capability to always purchase from the most transparent, ethical brands, and they may not have the time to seek out knowledge about the issues themselves. Purple Pages was created in response to a design challenge hosted byAdobe andPatagonia.

P2:

[Problem space] Our challenge was to design a third-party mobile app that informs a consumer segment about brands who support living wages directly benefiting workers and their families. The solution must create a way to view measurable impact and/or progress. Inherent in this problem is a power differential; those who suffer most from inequitable working conditions also often lack resources they need to call for action.

P3:

[Solutions] There are 4 main features of Purple Pages, all which differentially contribute to consumers’ information about brands. These four features enable consumers to seek out information about brands and news related to fair labor, determine whether products are created by brands which follow fair labor practices, and learn about brands’ labor practices directly from employees themselves.