

Jen Byyny Senior Principal UX Design & Strategy 310 569 3002 • jentarara@yahoo.com
view work on: behance.net/jenbyyny • coroflot.com/jentarara • linkedin.com/jenbyyny • jenbyyny.tumblr.com

PROFESSIONAL EXPERIENCE

- 9/11 to PRESENT Senior Principal Design Lead | Yahoo, Inc., Sunnyvale/Denver
Yahoo Finance: Lead designer on real-time interactive charts for desktop web and mobile apps.
Yahoo Publishing Portal: Team lead for user experience, visual and front-end designers. Liaison to cross-functional team of engineers, product and QE. Design team representative to the larger design group at Yahoo. Responsible for hiring, performance reviews, culture influence and overseeing general work flow for the design team. Projects include Yahoo Contributor Services, User Generated Content System, Yahoo Voices, Yahoo Backyard corporate intranet site and Yahoo Publish enterprise software tool for internal editors. Processes include Agile, Trello, Jira, Github, HipChat and Slack.
- 7/06-9/11 Senior Interaction Designer | Yahoo, Inc., Santa Monica/Denver
Yahoo Media Group: Designed user interaction experiences for large scale sites including: Yahoo Health, Astrology, Shine, News, Finance, TV and the global design template system for smartphones and tablets. Responsibilities included conceptual product ideation, wireframing, workflows, user journeys, site architecture, site ontologies, competitive audits, branding, design for usability testing; Worked as the liaison with product, engineering and design.
- 4/99-8/06 Owner/Designer | Tarara Designs, Los Angeles
Conceptual design and development of interactive projects and print projects (identity and collateral) for various clients including Sagon-Phior Advertising, Grey Advertising, Automobile Club of Southern California, LA Singles, Eynet Security Systems and McCormick Liquors.
- 4/05-8/06 Senior User Experience Designer Zaudhaus Design Group, Venice Beach
Contract design work focusing on storytelling with web experiences, product brainstorming and definition, information architecture, user workflows and wireframes. Clients included the International Museum of Women San Francisco, eFax and Spogger.
- 1/05-9/05 User Experience Designer | Nectarine Group, Sunnyvale
Mobile interface UI/design for pre-smart phone OS.
- 1/97-8/02 Art Director | Grey Direct Advertising, Los Angeles
Responsible for conceptual design and development of various interactive and print projects. Web projects: websites, emails and banner ads. Print projects: direct mail, magazine ads, newspaper ads, posters, outdoor, package design and new business presentation materials. Creative management of freelance designers and contract photographers. Agency client accounts: Microsoft, AT+T Broadband, City National Bank, DHL, Excite@Home, Washington Mutual, Los Angeles Times, Bank of America, Southern California Edison, Sparklett's Bottled Water, Bally's, Paris, Flamingo Las Vegas, Automobile Club of Southern California.
- 6/96-10/97 Studio Manager | Dann Coffey Photographics, Vail
Supported stock and commercial assignment photographer who specializes in outdoor recreation, lifestyle and architectural photography. Coordinated shoots, hired talent, submitted requested stock images to clients and promoted photographic services to prospective clients.

EDUCATION

Masters of Fine Arts, Media Design	Art Center College of Design, Pasadena, CA
Bachelor of Science, Business/Marketing	Boston University School of Management, Boston, MA

AWARDS

- 8/08-1/11 Awarded five Yahoo design patents and one utility patent for web experiences on various products
- 9/2011 Yahoo Superstar Award given to highest performers in the company by peers and managers
- 1/2007 Yahoo Lifestyles "New, New Thing" Award winner for most innovative product and UI on Yahoo Health
- 8/2004 Presented MFA thesis as a panelist at the Designing Interactive Systems Conference
- 3/2004 XXVI John Caples International Direct Mail Awards Finalist for Bank of America postcard design
- 2/2004 Mabel Wilson Richards Scholarship recipient for prospective thesis idea in graduate school
- 1/2004 Microsoft sponsored graduate work displayed at the Consumer Electronics Show Las Vegas
- 3/2003 Pasadena Women's College Club Fellowship recipient for prospective thesis idea in graduate school