

# JENNIFER YANG

3+ Years UX Designer Specialized in Product Thinking

Work Authorization: US Citizen

jennicf@uw.edu

(206) 390-6462

www.jennifer.tw

## WORK EXPERIENCE

### Interaction Designer

**Expedia Usability Project** | Seattle, WA | Jan 2018 - Mar 2018

- Produce 5 interaction design solutions for the future development of the Expedia Alexa Skill based on research findings from 8 usability testings

### Project Manager / Interaction Designer

**Backer-Founder** | Taipei, Taiwan | Feb 2016 - Aug 2017

- Designed the user experience and interaction models for 8+ responsive websites through user flow, wireframes and hi-fidelity prototypes
- Led a cross-functional team with CTO to redesign an online payment application. Improved conversion rate up to 38% and reduced bounce rate to 40%
- Directed and executed 12 design consulting projects from scratch: defined problems, designed and conducted user research, transform solutions into prototypes and iterated, and monitored performance after delivery. Generated revenue over \$2.2 million in total

### Google Ignite Representative

**Google x Adecco Group** | Taipei, Taiwan | May 2015 - Nov 2015

- Selected as 1 of 30 Google Ignite representatives out of 3,400 applicants, trained by Google for 6 months on UX and digital marketing skills
- Developed UX and rebranding strategies for 3 clients from mobile gaming, retail and B2B CRM software industry

## PROJECT EXPERIENCE

### Backme: Online payment app with 3 million transactions

- Tackled design problems from users, technical and business perspectives. Redesigned the dashboard interface and optimized checkout process for 20,000+ monthly active users

### Ticwatch Taiwan: Pre-order Campaign raised over \$1 million

- Led the design process of the campaign website, including UX research, content strategy, interaction design, visual design and iteration

### "XiaoBai": 2015 CHI Student Design Competition

- Designed the interfaces and proposed a mid-fidelity prototype of a digital photo frame. Developed paper and digital prototypes to conduct 5 usability testings

## AWARD

### 2017 Booking.com Hackathon

**Third Place (out of 45 teams)** | Taipei, Taiwan | Mar 2017

## EDUCATION

### University of Washington

Seattle, WA | Expected Jun 2019

Master of Science in

Human Centered Design & Engineering  
(3.9 / 4.0)

### National Taiwan University

Taipei, Taiwan | Jun 2015

Bachelor of Science in

International Relations (3.6 / 4.0),

Minor in Creativity & Entrepreneurship

## SPECIALITIES

Interface design (app/web)

Interaction design

Visual design

Digital prototyping

Usability testing

User research

Project management

## SKILLS

### Visual tools

- Sketch
- Adobe Creative Suite

### Prototyping tools

- Invision
- Principle / Proto.io

### Development

- HTML / CSS
- p5.js
- Github

### Languages

- English (Fluent)
- Madarin (Native)