

Jennifer Yang

3+ YEARS UX DESIGNER

Work Authorization: US Citizen

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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

PROJECTS

Backme: Online payment app with 3 million transactions

- Tackled design problems from users, technical and business perspectives. Redesigned the dashboard UI 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 responsive website and marketing assets, including UX research, information architecture, content strategy, interaction design, visual design and iteration

"XiaoBai": 2015 CHI Student Design Competition

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

EDUCATION

University of Washington

Seattle, WA | Expected Jun 2019

Master of Science in

Human Centered Design & Engineering
(3.96 / 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

Git

AWARD

2017 Booking.com Hackathon

Third Place (out of 45 teams)