

# Jennifer Yang

3+ YEARS UX DESIGNER | U.S. CITIZEN

[www.jennnifer.com](http://www.jennnifer.com)

jennicf@uw.edu

(206) 390-6462

## 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

### Interaction Designer / Project Manager

**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 web 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

**Interaction Designer | Backme:** 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

**UX Designer & PM | Ticwatch:** Pre-order Campaign raised over \$1 million

- Led the design of the responsive website and marketing assets, including UX research, information architecture, content strategy, interaction design, visual design and iteration

**UX Design Lead | "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  
(4.0 / 4.0)

### National Taiwan University

Taipei, Taiwan | Jun 2015

BS in International Relations (3.6 / 4.0),  
Minor in Creativity & Entrepreneurship

## SPECIALITIES

Interface design (app/web)  
Interaction design  
Visual & motion 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)