JENNIFER YANG

UX Designer With Marketing & Product Strategy Expertise

Work Authorization: US Citizen

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EDUCATION

University of Washington
Seattle, US | Jun 2019

MS in Human Centered Design & Engineering (3.96/4.0)

National Taiwan University
Taipei, Taiwan | Jun 2015

BS in International Relations (3.6/4.0)

Minor in Creativity & Entrepreneurship Program

WORK EXPERIENCE

Project Manager

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

- Analyzed consumer insights through user research to develop holistic product marketing strategy; generated revenue over $2.2 million USD with 10 projects
- Cooperated with developers, designers to design 8 responsive websites to demonstrate product highlight and user scenarios
- Led a cross-functional team to redesign an online payment application. Improved conversion rate up to 38% and reduced bounce rate to 40%

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 brand and digital marketing skills
- Conducted in-depth interviews with over 50 UX professionals and performed market research of 5 primary clients in UX industry to propose recruiting strategies

PROJECT EXPERIENCE

Backme: Online payment app with 3 million transactions

- Conducted contextual inquiry to optimize UI design and propose new feature
- Produced wireframes to simplify check-out process; evaluated usability and refined prototypes by heuristic evaluation

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

- Identified user needs and buying incentives by analyzing 5,000+ surveys
- Led the design process of the 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 by storyboarding and mapping user journey
- Developed paper and digital prototypes to conduct 5 usability tests

SPECIALITIES

Interface design (app/web)
Interaction design
Visual design
Digital prototyping
Usability testing
User research
Project management

TOOLS

Visual

- Sketch
- Adobe Creative Suite

Prototyping tools

- Invision
- Principle / Proto.io

Development

- HTML / CSS
- p5.js
- Github

Ad & Data analysis

- Google Adwords
- Google Analytics
- Facebook Analytics

Languages

- English (Fluent)
- Madarin (Native)

AWARD

Third Place

2017 Booking.com
Taipei Hackathon