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 (3.9/4.0)

National Taiwan University
Taipei, Taiwan | Jun 2015

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

WORK EXPERIENCE

Project Manager

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

- Analyzed consumer insights through user research to develop holistic marketing strategy; generated revenue over $2.2 million USD with 10 projects
- Coordinated with developers and designers to produce responsive websites and marketing materials to demonstrate product highlight and user scenarios
- Defined problems in buying behaviors with user data; optimized the check out process to improve conversion rate up to 200%

1st Google Ignite Representative

Adecco Group
Taipei, Taiwan | Aug 2016 - Nov 2016

- 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 candidates and performed market research of 5 primary clients in UI/UX industry to propose recruiting strategies

PROJECT EXPERIENCE

"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

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, interaction design, visual design and iteration

Backme: An online payment application with 3.6 million PVs

- 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

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

Ad & Data analysis
- Google Adwords
- Google Analytics
- Facebook Analytics

Languages
- English (Fluent)
- Madarin (Native)

AWARD

Third Place
2017 Booking.com
Taipei Hackathon