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Portfolio Website: www.joyceyang.io

EDUCATION

University of California, Berkeley | B.A. in Cognitive Science   **Graduating in May 2025**
- <u>Relevant Courses</u>: Design Methodology, 3D Modeling & Animation, Behind the Data - Humans & Values, Foundations of Data Science, Concepts in Computing with Data, Structure & Interpretation of Computer Programs, Industrial Design & Human Factors (enrolled for Spring 2025), Manufacturing & Design Communication (enrolled for Spring 2025)

CalTech UI/UX Bootcamp   **Completing in April 2025**
- <u>Courses Completed</u>: UI/UX Design & Design Thinking Fundamentals, UX Research - Applying User Research to Design

EXPERIENCE

Website Designer   **Jun 2024 – Current**
Chinese Progressive Association   San Francisco, CA
- Redesigning nonprofit website (to launch in 2025), and migrating website from WordPress to SquareSpace.
- Improving navigation by restructuring information architecture, designing clearer call-to-action elements, and updating old pages, expecting to improve user engagement and expand website's reach to new users.
- Supporting language translation by designing seamless flow between English and Chinese webpages.

Graphic Design Assistant   **Aug 2023 – Dec 2023**
UC Berkeley, Safe Transportation Research and Education Center (SafeTREC)   Berkeley, CA
- Designed data visualization templates, including pie charts and bar graphs, for the [2023 SafeTREC Traffic Safety Facts](#) sponsored by the California Office of Traffic Safety. These templates supported 11 high-traffic webpages (ranking in the top 10% of most viewed pages of SafeTREC's website), aligned with the latest WCAG 2.2 web accessibility standards, and were [reused in 2024](#).
- Developed slides and flowchart for the [California Safe Speeds Toolkit](#) to present in a recorded online webinar to assist California jurisdictions in navigating speed limit legislations.
- Designed a [promotional flyer](#) featuring SafeTREC's technology and programs.

Marketing Director   **Jan 2022 – Jul 2023**
The Intermission Orchestra   Berkeley, CA
- Led Design Team in almost 100 projects, organizing deadlines and teaching graphic design workshops.
- Launched [Instagram](#) and developed content strategy that led to a follower growth of 500+ in 3 semesters.
- Directed 13 marketing campaigns for member recruitment, 4 concerts, and 6 fundraisers (raised $7,000+).
- Secured $1,000 in funding by partnering orchestra with a UC Berkeley-sponsored [promotional video](#).

OTHER

Biochemistry Research Intern   **Jul 2018 – Aug 2019**
UC San Diego Medical School, Lawson Lab   San Diego, CA
- Published research in the *Endocrinology* journal discovering how the sulfiredoxin-1 gene is important for healthy hormone regulation in the pituitary gland by using mouse pituitary cells (doi: [10.1210/en.2019-00283](#)).
- Performed cell transformations, transfections, DNA cloning, qPCR, fluorescence microscopy, etc.

SKILLS

UI/UX Design: User Research, User Personas, Competitive Analysis, Wireframing, Usability Testing, Prototyping
Design Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Autodesk Maya, HTML/CSS
Languages: English (native), Mandarin Chinese (proficient), Cantonese (conversational)