

# Julia Yang

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Portfolio: <https://juliadesignhouse.github.io/>

## WORK EXPERIENCE

### UX/UI Design Intern

10/2024 – Present

Just Natural Paws, Toronto, Remote

- Conducted user research on the Just Natural Paws brand page on Amazon to find problems with usability and navigation. Made an ideation map to prioritize the features and rearrange, encouraging users to explore the page.
- Created sketches incorporating feedback and developed high-fidelity mock-ups, aligning with the company vision.
- Leveraged Figma to design the layout and visual aesthetics for dog food pages, increasing user engagement.

### UX Design Intern

07/2022 – 09/2022

Jobster, Toronto, Remote

- Led research, 30+ wireframes, sketches, and mock-ups for pretest and progression pages powered by AI algorithms, resulting in a 45% faster user testing process and boosted site traffic by 12%.
- Created an information architecture map to organize and streamline content flow, designing easy navigation for users.
- Collaborated with PM and cross-functional teams to translate AI-driven results, enhancing user retention by 25%.
- Managed task flow for the new Sign-In feature, conducted user testing, and refined the design for easier user access.

### UX Design Intern

12/2021 – 07/2022

LiangChu Catering Management Co., Remote

- Incorporated target user and shareholder feedback to simple, intuitive and visually refined user-centered fund-loading page design on mobile app, reducing bounce rate from 38% to 16%, enhancing user experience.
- Delivered comprehensive user journeys for new designed fund-loading functionalities and menu options, creating prototypes to rapidly test and iterate designs, significantly boosting user adoption and long-term engagement.
- Developed user experience solutions to enhance the business's visual branding, increasing customer inquiries.

## PROJECTS

### TTC Transit Updates

09/2024 – Present

- Align solutions with user needs through personas, journey mapping, and usability testing; apply user-centered design with accessible features per WCAG 2.0 to create inclusive designs supporting 80% of TTC users with disabilities.

### Hominate Roommate Matching

09/2023 – 12/2023

- Applied the User-Centered Design (UCD) Framework to research existing problems, identify user needs, prioritize solutions, and transform them into designs, increasing the chance university students to find compatible roommates.

### Navigation Watch

01/2022 – 04/2022

- Conducted three rounds of user testing for the iterative design, identifying obstacles users faced in each task flow. Refined the information architecture and call-to-action, significantly increasing user satisfaction from 28% to 85%.

## EDUCATION

### Master of Information - User Experience Design CGPA: 3.8+

2025 (Expected)

University of Toronto, St. George

- Courses: Fundamentals of User Experience, Usability Assessment, User Interface Design, UX Research, Representing UX, Information Architecture, Accessibility and Inclusive Design

### Bachelor of Arts - Communication & Information Technology (CCIT & TCS)

06/2023

University of Toronto, Mississauga

- Courses: UX Design-Prototyping and Evaluation, Fundamentals of User Interface Programming, Interactive Media Design, Human-Computer Interaction and Communication

## SUMMARY OF SKILLS

**Technical:** Figma, Sketch, Adobe XD, Photoshop, Illustrator, Balsamiq, Miro, Maya, Unity

**Program Technical:** HTML, CSS, JavaScript, Python