Kelly Yan

yan.kelly11@gmail.com
https://ykelly.vercel.app

WORK EXPERIENCE

Web Designer
UCSB Dept. of Recreation
Nov. 2020 – present

· Facilitated website redesign, with an emphasis on maintaining a consistent visual identity and implementing intuitive page layouts, ultimately increasing website clickthrough traffic by 50%
· Established a design system which implemented feedback on pain-points from in-depth user interviews and standardized designs across 60 pages

Visual Design Intern
F*ck It Denim
May – Aug. 2021

· Designed low and high fidelity wireframes to promote product launch
· Conducted user research, incorporating results into targetd user persona
· Curated company's visual identity including color scheme, typography, brand voice, and visual presentation
· Designed 20 graphics for social media posts and marketing purposes
· Created packaging and merchandise designs to publicize brand

UI/UX Intern
PatentPlus
Oct. – May 2020

· Designed a user friendly, web based interface to streamline the invention disclosure and patent-searching processes
· Curated branding and custom illustrations utilized in prototypes
· Built product pitch presentations, resulting in $1000 in grant awards

Graphic Designer
The Daily Nexus
Oct. 2020 – present

· Designed 50 graphics for social media, articles, and general marketing
· Complied with project requirements to create high quality graphics and illustrations within 3 days

LEADERSHIP

Logistics Team
SB Creative Lab
Jul. 2021 – present

· Planned and hosted workshops and events to give students industry related advice and helpful design related information
· Wrote content for presentations, established connections with industry professionals, securing guest speakers and mentors

PROJECTS

UI/UX Design
Coders SB
Jan. – present 2022

· Spearheaded site redesign with a focus on improving visual presentation, ease of access, accessbility, and visual branding
· Designed 15 wireframes, incorporating peer feedback on each iteration

EDUCATION

University of California, Santa Barbara
Computer science (BS)
Oct. 2020 – May 2024 (expected)

TOOLS

Figma
Adobe Illustrator
Adobe Photoshop
Adobe XD
Canva

LANGUAGES

C++
HTML/CSS
javascript
Java
python