Julianna Yank

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Creative and innovative product designer with 3 years of experience in developing user-obsessed interactive experiences that increase satisfaction and user engagement. I turn ideas into visually appealing and intuitive products that bring people together.

Experience

10x Ventures - Lead UX/UI Designer
Jun 2019 - Mar 2020

LetzB is an early-stage seed startup focused on creating innovative ways for the LGBTQ community to meet & mingle.

- Crafted low and high-fidelity prototypes used to raise over $500,000 in investments in the span of a few months.

- Liaise with the CEO as the main point of contact and cross-collaborate with developers from the ideation phase to hand-off.

- Identified 4 opportunities to serve the LGBTQ community by conducting user research via google surveys that had 230 respondents

- Designed a set of 15 stickers and 6 pieces of apparel that were distributed to our target audience in order to increase brand awareness.

Metric Zoom is the first application that connects B2B business with the most qualified talent for sales appointments.

- Designed entire mobile and web wireframes, and launched the Metric Zoom mobile app on the Apple App Store and Google Play Store.

- Utilized MailChimp to help increase brand awareness by 45%

- Improved the web application user experience which increased user engagement by 40% and customer satisfaction by 30%

ASAP+/C+ - UX & Graphic Designer
Feb 2019 - Jul 2019

ASAP+/C+ is a digital marketing agency in Shanghai which works with multinational brands such as Starbucks, Aston Martin, and Porsche.

- Designed mobile WeChat Mini Programs for clients such as GOAT, Forevermark, and Victoria

- Crafted company marketing and fundraising decks for ASAP+ and Connect+ which helped raise capital ¥200k for Connect+

- Focused on crafting localized web experiences for clients by translating websites from Chinese to English and vice versa using the best UX writing practices.

Radiate - UX & Graphic Design Intern
May 2018 - Aug 2018

Radiate is a mobile app that allows you to easily connect with new people around the events you go to.

- Improved events and squad pages by following the best UI/UI practices which were used by over 50,000 users.

- Implemented social media and email marketing strategies using Hootsuite and Mailchimp which increased awareness by 25%.

Education

Hunter College
New York City, NY

Bachelor of Arts:
Dual major in New (Visual) Media and Chinese Language
Aug 2015 - Dec 2019

Skills

Tools: Sketch, Figma, Framer.Js, InVision, Principle, Illustrator, Photoshop, After Effects, Adobe XD, Zeplin, Axure, Marvel, Canva

Generative: User Interaction Design, PaaS Research, User Interface, User-Centered Design, Storyboarding, Prototyping, Affinity Mapping, UED, Visual Design, Information Architect, Personas, HCI, Wireframing, Animation, Usability Testing

Programming: HTML, CSS, JS, JQuery, React, PHP, Java, SQL, SCSS, Android, SaaS, React- Native, SMS

Awards & Scholarships

SHIAF Awards for ASAP+/C+

Chinese Government Scholarship of $20,000

Chancellor's Global Scholarship by CUNY

Published Apps

Radiate
Connecting music festival attendees with each other

MetricZoom
Connecting companies with potential employees