Julianna Yank

Award-winning UX designer located in New York City

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Experience

LetzB - Lead UX Designer
Dec 2019 - Mar 2020

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

- Crafted high fidelity prototypes used to raise over $500,000 in investments in the span of 1 month.
- Identified 4 opportunities to serve the LGBTQ community by conducting a survey that had 230 respondents.
- Designed a set of 15 stickers and 6 pieces of apparel that were distributed in the LGBTQ to increase brand awareness.

Metric Zoom - Lead UX Designer
Jul 2019 - Dec 2019

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

- Designed and launched the Metric Zoom mobile app on the Apple App Store and Google Play Store.
- Improved the web application experience which increased user interaction and customer satisfaction by 20%.

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 features for WeChat Mini Programs such as GOAT, Forevermark, and Victoria.
- Crafted company marketing and fundraising decks for ASAP+ and Connect+, a WeChat Mini Program.
- Focussed 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 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

B.A. in Media and Chinese
GPA: 3.6 | Aug 2015 - Dec 2019

Skills

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

User Experience: User research, Storyboarding, Prototyping, Affinity Mapping, Personas, Wireframes, Usability Testing

Dev: HTML, CSS, JS, JQuery, React, PHP, Java, SQL, Android, React Native, SASS

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