

# SHAOWEN YAO

Graphic + UI + UX Designer

[dsydesign@gmail.com](mailto:dsydesign@gmail.com)

[shaowenyao.com/work](http://shaowenyao.com/work)

## QUALIFICATIONS

Expert knowledge of graphic design, user interface, and website development best practices (in a full business cycle)

Strong ability to communicate and problem-solve on large ongoing team projects

Ability to efficiently and independently design and execute key features in front-facing UI web products

Extensive knowledge of responsive, web, UI and UX design for a consistent user experience

Experience with UX pattern libraries, wireflows, and hi-fidelity prototypes

## SKILLS

HTML5 | CSS3 + Processors | Javascript ES6 + JQuery + ReactJS

Salesforce Portals | Bootstrap | Wordpress | Drupal | GSI Commerce

Adobe Creative Suite (full) + Animations | Sketch | Invision

Media Production (Photography/Videography) | Wireframes

## EXPERIENCE

FREELANCE DEVELOPMENT | 09.2016 - present

Identity design with small business clients

Web design + scalable development for business requirements with Adobe CC and Sketch

Interactive design process + UI prototyping with clients on all ranges of projects

Wordpress/Shopify/Squarespace/ReactJS application setup for small business clients

SEO optimization with new and existing websites

CITY AND COUNTY OF SAN FRANCISCO | 06.2014 - 09.2016

Designing UI/UX interactive flows for front-facing mobile and web initiatives

CMS development with Vision + Drupal CMS for internal government departments

PERFICIENT INC | 01.2013 - 03.2014

UI development (CSS/HTML/JS) for custom client user interface

Mobile platform development with emphasis on responsive design

Spearheaded wireframes, XHTML code and CSS for custom solution for fortune 500 clients

Emphasis on interactivity and user-friendly web products for client

Media production (photography/videography) for new company branding

Consultant on multiple projects applying expert knowledge of best practices from wireframe to full implementation

COST PLUS WORLD MARKET | 02.2011 - 06.2012

HTML/CSS development for weekly and seasonal campaigns

Usability testing effort for eCommerce landing pages. Defined testing parameters, prepared prototypes, analyzed and reported results.

Email HTML development for weekly and seasonal campaigns

TELAVA NETWORKS | 06.2008 - 10.2010

Produced wireframes, XHTML code and CSS that contributed to user-centered design (UCD) efforts dozens of Web pages

UI skinning of dynamic back-end content (eCommerce, sign-up, etc)

Assistance with Flash, website, and print design for company and client branding

## EDUCATION

University of California, Davis

Graphic Design, 2008



## CLIENT

Lattice Media Network contract companies

## OBJECTIVE

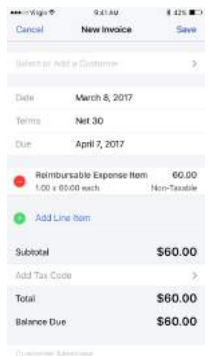
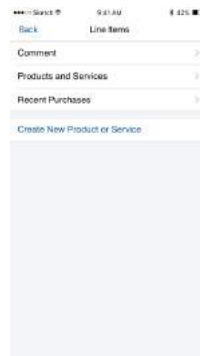
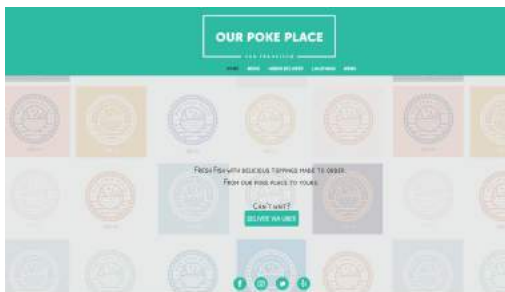
To design out colorful landing pages and banner advertisements to generate optimal clickthrough while preserving visual design while keeping business content.

## CLIENT

University of California, Davis

## OBJECTIVE

To create a print triptych pamphlet for the Staff Assembly organization that was clean, legible, and used the UC Davis colors and image asset on hand.



## CLIENT

Our Poke Place

## OBJECTIVE

Create a business website in Wordpress with the client's brand identity.

## CLIENT

UX study with Quickbooks in Sketch

## OBJECTIVE

Rework the App to be more user-friendly, and to incorporate features from competitors like Freshbooks with more modern App redesigns.



## CLIENT

Fortune 500 tech companies (Guavus, Frontrange)

## OBJECTIVE

To design and produce themed Salesforce portals for internal and vendor use, matching the look and feel of the corporate identity as designed in the pattern libraries.