

# Vanny Yeh

Multidisciplinary Product Designer specializing in bridging the gap between hifi UI systems and technical implementation to increase user engagement by up to 65%.

vannyyeh@gmail.com  
[github.com/vannyyeh](https://github.com/vannyyeh)

## EDUCATION

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### University of Texas at Austin

Aug 2021 - May 2023  
MS, Information Science  
Track: HCI & UX Design focus

### Purdue University

Aug 2017 - May 2020  
BFA, Interior Architecture Design  
Minor: Building Information Modeling

## SKILLS & LANGUAGES

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### Develop

- HTML, CSS, JS, React
- Python, Java, php, mjml
- CMS, WordPress, Elementor, Webflow
- HubSpot, MailChimp, Klaviyo
- SEO, PPC
- Tableau

### Design

- Figma, Adobe XD, Photoshop, Illustrator, InDesign, Animate, Sketch, Miro
- Wireframing, Rapid Prototyping, Information Architecture
- Product Strategy, Service Blueprinting
- 3D Modeling & Rendering, Rhino, SketchUp, Navisworks

### Research

- Usability Testing
- User Interviews, Survey Design
- Explorative & Competitive Analysis
- Card Sorting, Experience Mapping

## Instructional Experience

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### Graduate Teaching Assistant (Computer Science)

UT Austin, Cockrell School of Engineering, Jun–Aug 2023

## WORK EXPERIENCE

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### UX/UI Developer/Designer @ Designity

Feb 2024- Present | New York, NY | Full-time

- Accelerated end-to-end production cycles by 30% through the strategic integration of AI-driven plugins for rapid prototyping and automated content generation.
- Led the design and front-end development of responsive web platforms for diverse clients, ensuring seamless design-to-code handoffs via CMS platforms like Webflow and Shopify.
- Increased e-commerce user satisfaction rates by 80% by translating stakeholder requirements into high-fidelity wireframes and intuitive user flows.

### Web Accessibility Specialist @ UT Arlington

Feb 2025- Oct 2025 | Arlington, TX

- Managed and remediated WCAG/ADA compliance for 230+ university websites using SiteImprove and AI-assisted auditing tools to ensure universal accessibility.
- Collaborated with business analysts to restructure information architecture and navigation, significantly improving content discoverability and inclusive user experiences.

### UX Developer/ Designer @ UT Austin, College of Fine Arts

Jan 2022- July 2023 | Austin, TX

- Spearheaded the full-cycle UX research process by conducting 40+ user interviews and surveys to identify core friction points within the digital ecosystem.
- Engineered a redesigned navigation system that resulted in a 65% increase in user engagement and information retrieval efficiency across the primary site.
- Partnered with engineering and content teams to implement high-performance, interactive site experiences that adhered to strict institutional accessibility standards.

### Web Developer & Designer @ Schaefer Advertising Co.

May 2022- Mar 2023 | Fort Worth, TX

- Developed custom, WCAG-compliant WordPress themes and built dynamic APIs that improved overall client user satisfaction by 85%.
- Executed comprehensive user journey mapping and SEO strategies to optimize conversion paths for national marketing and e-commerce clients.

### Design Intern @ Walt Disney Imagineering

May 2019- Aug 2019 | Glendale, CA

- Optimized guest traffic flow by 30% by developing 3D schematic models and collaborating with engineering teams to visualize complex spatial concepts.