Wai Ling Ye

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I am a user experience designer who brings together a background in research and graphic design to make technology and information accessible to people from all walks of life.

Skills

User Experience Design
User Research & Testing
Rapid Prototyping
Wireframing
User Stories & Personas
Brand Strategy & Identity
Information Architecture

Tools

Adobe Creative Suite
Figma
InVision
Balsamiq
Usability Hub
HTML, CSS & Javascript
Github

Featured Project

Local Kitchen | UX / UI Design and Brand Strategy

Strategize and design a recipe website that recommends recipes based on local, in season ingredients and connects users with local farms.

• Performed SWOT analysis on competitors and conduct and analyze a survey with 30+ participants to determine product features
• Developed a logo and brand strategy which defines the color scheme, visual style, and content strategy of Local Kitchen
• Design and test wireframes and high-fidelity prototypes for both the desktop and mobile versions of the Local Kitchen website, which included an onboarding process, a checkout process, a search function, and unique user-centric features

View the project at wyedesign.me/local_kitchen

Experience

WikiTribune, Nov 2018 | User Experience Consultant (Volunteer)

Consult with stakeholders and conduct UX research to generate prioritized action items for a redesign of the WikiTribune homepage

• Conduct survey and preference tests with over 200 users
• Conduct user interviews to test usability of existing homepage and prototypes
• Create sample potential designs for the homepage (wireframes and lo-fidelity and hi-fidelity prototypes)
• Generate a report for stakeholders with prioritized action items, and recommendations for further improvement

Bloc, Sept 2017 - Nov 2018 | User Experience Design Apprentice

Project based education with focus on user research and design, and frontend development

• Practice utilizing the design process, which includes discovery, strategy, information architecture, visual design, development, and launch
• Conduct survey analysis and user interviews with 10+ users across various projects
• Execute development of designs using HTML, CSS, and Javascript