



# Wai Ling Ye

Portfolio: [wyedesign.me](http://wyedesign.me)

Email: [wai.ling.ye@wyedesign.me](mailto:wai.ling.ye@wyedesign.me)

Phone: (347) 592-7837

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](http://wyedesign.me/local_kitchen)

## Experience

Bloc, 2017 - Present | 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
- Engineer designs using HTML, CSS, and Javascript

National Life Group, 2016-2017 | Financial Representative

Collaborate with clients to create a tailored financial plan to fit the client's needs

University of Rochester, 2011-2013 | Laboratory Technician

Design and execute experiments to characterize mutations in *saccharomyces cerevisiae*