Andie Yam UX Designer / Front-end Developer

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Experience

yamhochi.github.io/portfolio

Front End Developer
2016/04 - 2016/09

Informed Solutions Australia

Developed a site that makes sharing and searching for large volume of data easy.

Subscribing to MVC and MVVM frameworks, I played a big part in developing the application's business logic and client-side code. Evangelising users' needs, I developed several key features such as Map Search and Data Preview to make viewing large volume of data more intuitive. Key metrics such task time and completion rates were significantly improved by these enhancements.

Digital Solutions Consultant
2013/01 - 2016/03

SGS Economics and Planning

I helped the business establish a first-of-its-kind "Digital Solutions" service.

Prior its inception, consultants were delivering complex, data-rich reports in static PDFs. Seeing the limitations it brought to communicating results, I developed a bespoke service to improve readers' engagement.

I tested my hypothesis and built prototypes to show proof of concept. Gauging clients' acceptance, I looked at metrics such as page views, browsing time. Managing change, I was inclusive and maintained close contact with people at stake. I asked for feedback and tailored the product to suit their needs.

I developed this idea into a service that generated revenue and built a strong client portfolio.

User Experience Researcher
2012/07 - 2013/07

University of New South Wales

Created an app to improve way finding for the visually impaired.

I relied on my own research methods to find out what users really want. I used video recordings and user interviews to map their mental models. I adopted usability best practices, used success and error rates, time-based efficiency and task satisfaction metrics to make design decisions. Witnessing challenges faced by users, I published my research on the subject and continued to advocate awareness for accessibility.

Honorable mentions

2015   *Geonext Hackathon,* 1st place: Open Source API; 2nd runner-up: Government Data

2015   *3D Visualization World Magazine*, GIS For Understanding and Visualization of Urban Economics

2014   *Journal of Location Based Services,* Indoor navigation for people who are Blind or Vision Impaired: Where are we and where are we going?

Education

Master of Science and Technology (Spatial Information) University of New South Wales 2012

Bachelor of Arts (Visual Media) Griffith University, 2004 - 2009