

## UX Product Designer, Hobbyist Coder, Industrial Designer

### EXPERIENCE

#### Senior Product Designer @ Adobe

FEB 2020 - CURRENT | NEW YORK, NY

- Leading design efforts on Adobe's new capability – Real-Time Customer Data Platform
- Designing and launching various features across Segments, Profiles, and Identifies for Adobe Experience Platform

#### User Experience Designer @ Adobe

OCT 2017 - FEB 2020 | NEW YORK, NY

- Lead designer on audience segment builder and established rule builder pattern for design adoption

#### Product Designer @ Condé Nast

SEP 2014 - APR 2017 | NEW YORK, NY

- Led design on multiple launched features on Condé Nast's in-house content management platform through user research, product definition, testing, to nudging pixels in code
- Transformed multiple brands' digital presence through rebranding and launching responsive websites including Architectural Digest, W, and Condé Nast Traveler
- Consolidated platform IA to onboard Condé Nast's 12 globally renowned brands and improved search and navigation experience

#### Designer / Marketing @ Slade Architecture

FEB 2013 - MAY 2014 | NEW YORK, NY

- Managed and executed installations from design, fabrication, to post-event marketing
- Designed and coordinated RFPs, award submissions, and press inquiries

### EDUCATION

#### Bachelor Of Industrial Design @ Syracuse University

AUG 2007 - MAY 2012 | SYRACUSE, NY

Industrial & Interaction Design Program  
London Study Abroad Program

#### Applied Data Science Certificate @ Columbia Engineering

DEC 2018 - MAR 2019

### EXTRACURRICULAR

#### Adobe Team4Tech Leadership

2019-2020 | PHNOM PENH, CAMBODIA

Selected as one of six participants for a 10-week leadership development program supporting education in Phnom Penh

### KEY SKILLS

- Collaboration in agile development
- Organized and systematic thinking
- Problem solving and story-telling
- Adobe XD, HTML / CSS

"Yaya is very professional, extremely smart and organized. She learned our business quickly, was always proactive with new ideas."

- Dana Ostomel, Founder of Deposit A Gift