YAYA | YA-TING WANG

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" **I am a happy UX Designer aiming to create happy experiences.** "

EXPERIENCE

Sep 2014 - Present | New York, NY
USER EXPERIENCE DESIGNER
@ CONDÉ NAST (condenast.com)

assisted creating personas, wireframes, and visual design across multiple brands including New Yorker, Condé Nast Traveler, and Architectural Digest; involved in QA development for Teen Vogue and Golf Digest; built HTML/CSS prototypes for usability testing.

Feb 2013 - May 2014 | New York, NY
GRAPHIC DESIGNER & MARKETING COORDINATOR
@ SLADE ARCHITECTURE (sladearch.com)

created environmental graphics and products; managed an installation project through design, fabrication, to post-event marketing; designed submissions for RFPs and awards entry; coordinated press inquiries; and planned an amazing office party with the Architectural League!

Dec 2012 - Feb 2013 | New York, NY
FREELANCE WEB DESIGNER
@ COFFEED (coffeednyc.com)

designed & set up e-commerce website; proposed and created an illustration to demonstrate the shop's close eco-system with the rooftop farm, Brooklyn Grange; crafted presentation for city proposal which was subsequently awarded and implemented.

Aug 2012 - Jan 2013 | New York, NY
WEB DESIGN INTERN
@ DEPOSIT A GIFT (depositagift.com)

generated over 70 theme templates for premium users; assisted in designing new homepage; worked closely with a developer and assisted website testing; designed collateral for prints and online media; created icons which later were used throughout the sites and collateral.

EDUCATION

Jun 2014 - Aug 2014 | New York, NY
UX DESIGN IMMERSIVE
@ GENERAL ASSEMBLY

Aug 2007- May 2012 | Syracuse, NY
BACHELOR OF INDUSTRIAL DESIGN
@ SYRACUSE UNIVERSITY

Industrial and Interaction Design Program
SU London Study Abroad Program

SKILLS & TOOLS

USER EXPERIENCE DESIGN (UX)
User Research
Usability Testing

USER INTERFACE DESIGN (UI)
Omnigraffle
Axure
HTML
CSS

GRAPHIC DESIGN
Adobe Creative Suite
Adobe After Effects

INDUSTRIAL DESIGN
SolidWorks
Rhino
AutoCad
Sketching
Power Tools

"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