
Yi Xiang UI/UX Designer & Creative Coder

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HIGHLIGHTS OF QUALIFICATIONS

- **5+ years** of industry experience as Visual Designer and Interaction Designer in fast-paced Agile environment.
- Worked in fast-paced environments through a 'co-innovation' framework and 'design thinking' methodology with startups, schools, government and ad agency.
- **6+ years** experience of applicable programs (e.g. Photoshop, Illustrator, After Effects, Premiere, Balsamiq).
- **2+ years** experience of applicable programs (e.g. Adobe XD, Sketch, InVision) to design digital content like interactive and responsive ads, mobile app and websites.
- Gathering requirements based on evolving business needs & environments for implementing UI strategy.
- Ability to multi-task and work efficiently under pressure, with careful attention to detail
- Strong knowledge and experienced with new technologies, like VR/AR, WebGL, IoT, etc.
- Proficient with various project management tools such as: Trello, Slack, Asana and Basecamp.

SKILLS, CERTIFICATIONS

Skills: Adobe Creative Suite, Sketch, HTML, CSS, Bootstrap, Javascript, JQuery, Rapid Prototyping, Branding, Personas, Wireframes, Git, Bootstrap, Animation, Analytics(Adobe and Google), chatbots, Illustration, APIs, IoT(Arduino)

Certifications: Google Analytics Certificate, Codecademy Javascript Course Completion, TCPS 2: CORE Certificate

EDUCATION

Interaction Design Degree - *Sheridan College*

SEPT 2013 - APRIL 2017

GPA: 3.25 / 4.0 (Core GPA: 3.4)

Relevant Coursework: [View](#)

Visual and Creative Arts - *Sheridan College*

SEPT 2011 - APRIL 2013

GPA: 3.8 / 4.0 (Top 5%)

Relevant Coursework:

Digital Media Studio

Design For Print

Color Theory

2D/3D Design

WORK EXPERIENCE

Web Designer - *Sheridan College, Oakville*

June 2018 - Current

- Re-designing College websites by using Sketch
- Create brand UI kits for the College
- Create wireframes and design mobile view/ desktop view for responsive designs

Interaction Designer - *Mass Minority, Toronto*

MAY 2017 - MAY

2018

- Designing interactive experiences and editing contents through video editing, creative coding and graphic design
- Delivered advertisements to clients, ensured delivery on time, and increased engagement by 26% for a Facebook ad campaign
- Animated and edited ad campaign videos which got 2 million + views

Interaction Designer - *Sheridan Applied Research, Oakville*

MAY 2016 - AUG 2016

- Designed a cross-platform mobile app for new students, which is currently being used by 100's of students.
- Chose to use Angular/Ionic framework which saved the project \$1000/yr by not having to use a commercial drag and drop app development tool.
- Designed icons, wireframing, mockups, app development, and Adobe After Effects editing.

UI/UX Designer - *Chanmao. Inc, Richmond Hill*

OCT 2013 - JAN 2016

- Designed an app to order food from different restaurants
- Created prototypes and mockups to improve the user experience
- Researched target audience and created personas
- Designed branding to fit with the brand color palette

UI/UX Designer - *Freelance*

AUG 2012 - APRIL 2016

- Designed for print, brochures, posters for local business & organizations.
- Discussed with clients their app idea, created mockups, wireframes, and implemented the design in Adobe Illustrator.

Motion Designer - *Sheridan Elder research*

JUNE 2011 - NOV 2012

- Worked with clients and pitch ideas to them
- Re-designed the logo from pixelated image to Vector file in Adobe Illustrator
- Made readable and accessible text captions for videos with Adobe After Effects

AWARDS

- Sheridan **Ambassador Award**
- Skills Ontario **2017 Silver Medal** in Web Design and development category
- Sheridan Reads Awards 2017 for **First Place**
- Electric City Hack in Trent University for **Best Outdoor Hacking App**

Participated in Hack Health (Arthritis Hack), Electric City Hacks, THacks2, PennApps, Hack The Valley 2