YUI-TING TARN

Boston, MA | (617) 610-9042 | yuiting.tarn@gmail.com | ytdesign.github.io | https://www.linkedin.com/in/yui-ting-tarn/

Summary

Senior UX designer and researcher with five years of design experience specializing in user-centered design, user research, and product strategy. A proven track record of performing comprehensive user research to enhance UX designs. Adept at collaborating with cross-functional teams and stakeholders to evaluate research findings and inform product strategy. Strong mentor and coach.

Work Experience

Senior UX Designer & Researcher | State Street, Boston, MA   *Sep 2022 – Present*
-   Directed a team of designers, data teams, and developers in the conceptualization, design, and implementation of a new homepage for the core reporting platform consisting of nine new features that significantly increased positive client response at conferences and reached over 1,000 insurance client users.
-   Spearheaded five impactful UX research studies for different financial products and features, setting the foundational insights that guided other UX designers in their project initiation.
-   Directed comprehensive initial research for a new custody product through current state analysis, competitive analysis across 19 competitors, and 14 stakeholder interviews.
-   Led cross-functional collaboration with product managers, developers, and stakeholders to identify key opportunities and challenges, resulting in a strategically positioned custody product concept aligned with user needs and market demands.
-   Advocated for and implemented a benchmarking survey for the custody product to quantitatively measure UX impact, establishing a valuable framework for evaluating and enhancing user experiences.
-   Mentored eight UX designers through different project stages to build an overall cohesive and high-performing design team and contributed to their professional development.

UX Designer & Researcher | State Street, Boston, MA   *Sep 2021 – Sep 2022*
-   Developed and executed multiple UX research studies with distinct objectives for reporting platform, utilizing methodologies such as user interviews, surveys, and usability testing to result in comprehensive requirements and user insights that informed strategic decision-making and contributed to the enhancement of product usability and satisfaction.
-   Conceptualized, designed, and successfully implemented two visually cohesive and user-centric design features, reducing the number of user steps required to access accounting data by 60%.
-   Added three design components to a comprehensive design system, ensuring consistency and cohesiveness across State Street's suite of digital platforms.
-   Championed training and support initiatives in video format to enhance user onboarding and reduce support queries while ensuring a seamless and intuitive user experience.

Graphic Designer | Atlanta Police Foundation, Atlanta, GA (remote)   *Apr 2021 – Sep 2021*
-   Collaborated closely with event planners and stakeholders to translate concepts and themes into eye-catching graphics, signage, promotional materials, and digital assets, contributing to each event's overall success and aesthetic appeal.
-   Designed digital and print marketing materials for events ranging from 50 to over 1,200 guests.

Event Designer | The Historic Academy of Medicine, Atlanta, GA   *Apr 2019 – Aug 2019*
-   Designed and coordinated a wedding show, curating a visually stunning atmosphere that showcased over 35 vendors and delighted over 250 attendees, resulting in an average 4.8/5 vendor satisfaction rating.

Education & Certifications

UX Certification |Nielson Norman Group   *Jun 2023*

Marketing Certificate | Georgia University of Technology, Scheller College of Business   *Aug 2018 - Apr 2021*

Bachelor of Science in Industrial Design | Georgia University of Technology, College of Design   *Aug 2017 – Apr 2021*

Skills

Research – *Quantitative and Qualitative Research* (*User Interviews, Surveys, Usability Testing*), *User Flows, Journey Mapping, Service Mapping, Persona Development, Competitive Analysis, Information Architecture, Ethnographic Research*
Design – *User-centered design, Wireframing, Prototyping, Interaction Design, User Interface Design, Iterative Design Process, Video Editing, Design Systems, Design Components, Design Thinking*
Software – *Miro, Figma, Sketch, Axure, InVision, Dovetail, Adobe Suite (Illustrator, InDesign, Photoshop, XD, Premiere Pro), MS Office (Word, PowerPoint, Excel, Outlook), HTML5 (basic), CSS (basic)*
Languages – *Mandarin (Conversational)*