

Yuyu Yang  
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## EDUCATION

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**University of Michigan, Ann Arbor; GPA:3.86/4.00** *Sept. 2021- May 2025*  
*Bachelor of Science: Information (UX Design Path) & Biopsychology, Cognition, and Neuroscience*

## EXPERIENCE

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**PWR4 Non Profit** *Jan. 2022–Present*  
*UX/UI Designer*

- Connect non-profits to resources by designing the website to apply for founding and improve transparency for donors
- Conduct user research through user testing methods such as user interviews and affinity mapping
- Build a user persona from 45 users with age 18-75+ by writing surveys and interviewing protocols

**Reach Consulting Group** *Jan. 2022–Present*  
*Project Manager*

- Oversaw a team that engaged with a startup in creating evidence-based, comprehensive health education curriculum
- Compiled user interview data to identify common trends that spearheaded a successful recommendation in regard to analyzing a product page for clarity, education, and site transparency
- Worked with a startup in the travel management realm to generate personas, conduct user research, and offer redesign recommendations via Figma Wireframes

**University of Michigan – School of Information** *Jan. 2022–May 2022*  
*Research Assistant*

- Worked on a research prototype for creating interactive code tutorials
- Collaborated with Ph.D student and fellow researchers to discuss and further analyze codes resulting in creation of a codebook to identify common themes across data

**MA:E Magazine Publication** *Nov. 2021–Present*  
*Layout Designer*

- Designed unique and coherent layouts for the printed and digital magazine that aligns with editorial content and photography series using Adobe InDesign, Photoshop and Illustrator

**ClimatEDU** *Jan. 2021–May 2022*  
*Designer, Content Creator, Outreach*

- Created a climate education online mini course for middle and high school students
- Prototyped online course interface using Figma
- Managed and develop new social engagements, and advertising opportunities to promote the course
- Conduct workshops at Columbia Youth Climate Summit, Mid Atlantic Climate Change Edu. Conference, etc.

**California State University, Los Angeles** *Jun. 2020–Oct. 2020*  
*Research Intern, Public Health and Data Analysis*

- Investigated the disparity of COVID-19 cases within different racial groups in Maryland with statistical tools R and SPSS

## COMPUTER SKILLS

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Tech: Java, Python, HTML/CSS, STELLA, R, Minitab, SPSS  
Creative: Figma, Autodesk Inventor, Adobe InDesign, Adobe Photoshop, Adobe Illustrator