
MICHELLE YANG

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PROFILE

I am an optimistic, data-driven UX designer residing in NYC. I believe good user experience is driven by research and even greater user experience is constantly tested and revised to reflect user feedback. I look forward to building products and services using my skills in data analytics and research-based design principles.

SKILLS

UX: Competitive Analysis, Affinity Mapping, User Interview, Persona Development, Storyboarding, Journey Mapping, Information Architecture, Collaboration, Heuristic Evaluation, User (Task) Flow & Site Maps, Usability Testing, Visual Design (UI), Prototyping Wireframing, A/B Testing, Scrum Master, Working Knowledge of HTML, CSS and Javascript, Specifications Documentation, Design Studio,

Software: Zeplin, InVision, Sketch, Figma, Adobe Creative Suite, Keynote, Adobe Illustrator, Procreate, Marvel, Optimal Workshop, Microsoft Office

EXPERIENCE

UX INTERN, REVOLVER LIFESTYLE; REMOTE – 07/2020 - PRESENT

- Coordinated with other interns and lead designer to develop wireframes for desktop and mobile.
- Utilized UX methods for social media integration.
- Uncovered behaviors of users to discover user needs, goals, behaviors and pain points.
- Created features and designs to improve usability and user experience.

UX DESIGNER, UNIGREEKS; (FREELANCE) REMOTE – 05/2020 - 08/2020

- Designed site based on user experience to establish brand identity.
- Applied UX methods to create features and designs that improve overall usability and user experience.
- Developed and reiterated designs that followed user feedback.
- Conducted market research and analyzed direct competitors to evaluate current trends and features.

UX CONSULTANT, UPFLEX; NEW YORK, NY – 02/2020

- Redesigned Upflex's mobile application to aid in user usability and drive downloads.
- Utilized research to create a personification of data to understand user's challenges, behaviors, needs and goals.
- Integrated research and user research to findings in order to add and update new features.
- Presented and handed off research findings to stakeholders and COO of Upflex.

UX DESIGN IMMERSIVE, GENERAL ASSEMBLY; NEW YORK, NY – 12/2019 - 02/2020

- Completed five comprehensive UX projects consisting of a feature integration into an existing mobile application, a responsive website creation and a redesign of an existing site architecture
- Applied research with user Interviews to design and test prototypes, while resourcing feedback from users to re-iterate designs.
- Collaborated with a team of software engineers to recreate Megabus mobile website through agile methodologies.

EDUCATION

GENERAL ASSEMBLY; NEW YORK, NY – **CERTIFICATION OF COMPLETION IN USER EXPERIENCE DESIGN**
PENN STATE UNIVERSITY; STATE COLLEGE, **B.S IN CRIMINOLOGY**