EMILY YANG

PRODUCT DESIGNER

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EDUCATION

Carnegie Mellon University
M.S. in Human-Computer Interaction
August 2020

University of California, San Diego
B.S. in Chemical Engineering
Minor in Entrepreneurship
June 2014

SKILLS

Critical Thinking/Problem Solving
Design Thinking
User Research
Effective Communication
Feature Definition
UX Strategy
Visual Design
Wireframing
Prototyping
Usability Testing
Data Visualization

TOOLS

Figma
Sketch
Adobe Creative Suite
HTML/CSS
JavaScript
InVision
Salesforce
Amplitude
New Relic

AWARDS

1st Place in a Mobile & IoT
Startup Competition

EXPERIENCE

- **UX Designer II**   May 2021 - Present
  Lytx   San Diego, CA

  Develop concepts from ideas to final designs with minimal direction; activities include but are not limited to white-boarding, user journeys, user scenarios, personas, and wireframes – to – prototypes and detailed wireframe specs.

  Design and ship high-quality enterprise product that satisfies user needs, technical specifications, and business requirements

  Led UX/UI design for a top initiative that secured future contracts with one of the leading courier companies and grossed over 1.2M.

  Made strategic design and user-experience decisions that reduce business costs and enhance competitive advantage for our core product

- **Product Designer & Project Lead**   Jan 2020 - Aug 2020
  Pittsburgh Airport · MHCI Capstone Project   San Diego, CA

  Led a team of 6 members in creating a duo-channel digital ecosystem that reimagined the travel experience through Pittsburgh International Airport.

  Translated research findings into actionable feature concepts based on tests and interviews with 100 interviewees.

  Created user flows, wireframes, mockups, and prototypes that promoted more predictability, control, and efficiency for air travelers.

  Planned project roadmaps, sprints, daily agendas to allocate resources.

- **Product Designer**   Jan 2020 - May 2020
  Bosch · Startup Client Project   San Diego, CA

  Uncovered the value proposition and go-to-market strategy for Bosch's proprietary AI technology with a multidisciplinary team.

  Conducted exploratory interviews and product analysis to provide vital insights and help the team make pivotal decisions.

  Designed and presented a Minimum Viable Product that convinced Bosch's senior leadership about our vision for an AI-driven medical device.

- **Experience Designer**   Jun 2018 - Jun 2019
  Robolink   San Diego, CA

  Curated the digital and physical onboarding experience of Zümi, an educational self-driving robotics car kit for teenagers.

  Crafted the content and assets for a Kickstarter campaign that earned over 150K within two weeks.

- **Freelance Designer & Developer**   Jun 2018 - Jun 2019
  emilyyang.me   San Diego, CA

  Rebranded a spa company's digital platform and implemented it with HTML/CSS. Increased its discovery rate and retention rate by 130%.

  Supported a digital marketing platform with multimedia collateral production in the form of graphic creation and social media posts.