# Angela Yun
**UX/UI Designer**

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Results-driven designer blending expertise in behavior analysis, customer service, and UX/UI to create user-centered, data-driven solutions. Experienced in designing AI-powered systems, responsive apps, websites, and Chrome extensions. Skilled in managing the entire design process, from research and prototyping to testing and iteration.

## Education

**Bachelors of Arts, Psychology**                                California State University, Northridge

## Certifications

**Enterprise Design Thinking Practitioner**                                                    IBM
**Team Essentials for AI**                                                                     IBM
**UX/UI Designer Certified**                                                Designlab UX Academy

## Skills

User Experience Design | UI Design | Human-Centered Design | Interaction Design | User Research | Research Plans and Outcomes | Research Analysis and Documentation | User Journey Maps | Personas | Prototyping | Design Systems | Wireframes | Low-Fidelity Mockups | Usability Testing | Heuristic Evaluation | Data Analysis | Stakeholder Collaboration | Cross Functional Teams | Patient Experience | Customer Experience

## Software and Systems

Figma | Adobe After Effects | Adobe Illustrator | Adobe Premiere Pro | Microsoft Office | Optimal Workshop | UsabilityHub | Lyssna | Whimsical | Wix | Squarespace | Shopify | Slack | Notion

## Projects

**Google Chrome Built-In AI Challenge** | UX/UI Designer                          10/2024-12/2024
- Led end-to-end UX/UI design for a responsive financial website and Chrome extension powered by AI, enabling users to make informed decisions about budgeting and financial planning.
- Designed a comprehensive design system, reusable components, branding guidelines, wireframes, high-fidelity prototypes, and animations on Figma, After Effects, and Whimsical to illustrate user flows and interactive elements.
- Produced media assets, including video content for deliverables with Premiere Pro, and edited all submissions to meet challenge requirements.
- Collaborated closely with developers and SMEs to integrate real-time financial insights and personalized recommendations.

## Experience

**UX/UI Designer** | Freelance                                                   05/2022 - Present
- Implement strategic UX principles to design end-to-end products for responsive websites, apps, and experiences on Figma
- Collaborate with business leadership and develop brand identity including logo, typography, iconography, and messaging
- Develop wireframes, interactive prototypes, and high-fidelity mockups using industry-standard design tools like Figma and Whimsical

**UX Designer/UX Researcher** | PanPalz                                          01/2024 - 10/2024
- Collaborate with project managers, developers, and artists to identify user needs and design consumer-facing application features and participate in constant feedback to make improvements and iterations
- Plan, develop, and execute mixed method research methods including user interviews, usability tests, and evaluations
- Design and develop design systems, interactive screens, user flows, and branding on Figma - aligning with company mission and message
- Participate in daily scrum meetings and conduct stakeholder and SME workshops to define use cases, constraints, gather insights, present and critique designs, and ensure alignment on business goals

**UX Researcher** | Tech Fleet                                                09/2023 - 11/2023
- Led research initiatives by collaborating with UX research team in an agile environment to develop plans, goals, and diverse methodologies on software including Figma, Google Forms, and Lyssna
- Designed and conducted usability tests, surveys, and existing screen evaluations to collect data-based insights
- Analyzed and synthesized usage metrics to define trends, patterns, and opportunities for product optimization
- Guided essential stakeholders in best design practices by creating and presenting comprehensive research reports

**Business Assistant** | Heartland Dental                                       06/2022 - 03/2023
- Redesigned service procedures in collaboration with clinical team and VA representatives to improve patient intake and retention
- Delivered exceptional patient experience by understanding patient goals and communicating and assisting with insurance solutions based on their needs.
- Collaborated with 3rd party insurance providers to ensure patient accessibility to insurance and benefit information

**Web Designer** | SHNY Design Co                                              04/2021 - 04/2022
- Designed and implemented a shopify website, devised visual merchandising strategies, and executed digital marketing campaigns and live virtual events
- Designed website mockups, e-commerce components, and user flows on Figma and implement on Shopify
- Developed a unique brand identity that was integrated throughout customer journey
- Researched market trends and consumer preferences to inform product design tailored the target audience
- Increased profitability through effective product planning and collaboration with vendors to secure unique and quality inventory

**Registered Behavior Therapist** | Stable Life Concepts, LLC                   08/2018 - 04/2020
- Conducted assessments and designed behavior intervention plans utilizing SaaS platforms targeting individual learning goals
- Advocated for inclusivity by crafting learning tools with considerations for accessibility, physical disabilities, and individual motivations
- Translated complex technical information into understandable and actionable plans for clients and caregivers