Jinna Yu

UX Designer

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EXPERIENCE

Giddy, UX/UI Designer — *Austin, TX*

MAR 2023 - PRESENT

• Conducted a full redesign of the mobile and web experiences with a focus on creating an informative and frictionless customer check-out experience

• Collaborated cross-functionally with product management, engineering, and growth departments to explain and understand design decisions and limitations

• Created user journey maps, user persona, and user flows for stakeholders as clear visual representations of our user's experiences

• Updated the style guide for the design system and Figma UI components library with 10 new features and functionalities

• Delivered high-fidelity wireframes, prototypes, and design assets using Figma and Adobe Photoshop

JY Design, Creative Services— *Austin, TX*

FEB 2021 - PRESENT

• Delivered comprehensive UX/UI services from user research and wireframing to interactive prototyping and delivering final visual design assets

• Worked closely with clients to plan and identify design requirements, gather feedback, and iterate on design concepts to ensure alignment with their brand and objectives

• Designed and developed custom websites for clients incorporating best ux practices to create seamless and delightful user experiences

• Created and managed social media accounts to increase client's brand visibility, engagement, and growth by monitoring data analytics to track performance metrics

• Managed multiple projects simultaneously, maintaining open communication with clients to ensure project progress and client satisfaction

***Clients**: Kokodak Corp., Sushi Hara, Chef Han, Paik's Noodles, Yuki Handroll Bar, Hanshin Pocha*

Free the Bird, UX Designer — *Remote*

DEC 2022 - JAN 2024

• Identified usability insights across 4 webpages to improve the user's access to resources for mental health

• Led the in-depth research and analysis of competitor products to identify key features for design improvements based on user needs and pain points

• Planned and executed user research strategies and methodologies to better understand the target user and make more informative design decisions

• Developed and iterated information architecture to create clear navigation patterns for users

EDUCATION

UX/UI Design Certificate
McCombs School of Business, The University of Texas at Austin

B.A. Sociology, Business Administration Certificate,
The University of Texas at Austin

DESIGN SKILLS

User Research

User Interviews

Usability Testing

Information Architecture

Responsive Design

Wireframing

Prototyping

Style Tiles

Empathy Mapping

Storytelling

User Flows

TOOLS

Figma

Adobe XD

Miro

InVision

Adobe Creative Cloud

HTML

CSS

JavaScript

Webflow