

Lige Yang

An open-minded and progress-focused UX designer
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EXPERIENCE

UX Designer, Seattle — *Evergreen Avian and Exotic Animal Hospital*

MAR 2023 - MAY 2023

- Redesigned website features and information architecture, resulting in a remarkable **35%** increase in task completion rates and a notable **25.8%** improvement in usability ratings.
- Led weekly team progress presentations to stakeholders, ensuring ongoing **alignment** between the new design and their defined objectives and business goals, fostering effective collaboration and decision-making.

Echo Device User Research, Seattle — *Amazon*

JAN 2023 - MAR 2023

- Led usability study with a research team to evaluate the first-time user experience (FTUE) and out-of-box user experience (OOBE) of Amazon Echo Dot and Alexa.
- Designed and conducted **8 in-person usability test sessions**, utilizing both quantitative and qualitative research methods to collect and analyze meaningful data toward study objectives.
- Produced a comprehensive research report identifying pain points in the onboarding experience and opportunities for improving efficiency and user satisfaction with Amazon Echo and Alexa as a system.
- The **recommendations and insights** in the report were **well-received** by stakeholders and contributed to **Amazon's internal user research** of smart voice assistant devices.

Freelance UI/UX Designer, Remote — *Logly*

MAY 2021 - NOV 2021

- Led the design and layout of the MVP for Logly, a platform aimed at revolutionizing cultural institutions' guest experiences (<https://logly.world>), and ensured **platform-wide consistency** through the documentation of use cases and **UI design system** for future iterations.
- Collaborated closely with key stakeholders, swiftly **iterating** on designs based on feedback and business objectives, resolving **33%** of user pain points than traditional museum guides.
- Crafted a **high-fidelity app prototype**, leading to a significant reduction in time-to-market for Logly's core product.

SKILLS

- Strong design skills with demonstrated experience and projects in **Figma**, HTML & CSS, Sketch, XD, InDesign, **Invision**, **Principle**, AfterEffects, **Photoshop**, **Illustrator**, **Rhino**.
- Proficient in **User-Centered Design**: brainstorming, user research, wireframing, prototyping high and low fidelity, user testing, storyboarding, and building user personas.
- **Effective Communication Skills** with teammates and stakeholders.

EDUCATION

M.S Human Centered Design and Engineering *University of Washington*

SEP 2022 - Current
(estimate graduation in MAY 2024)

B.A Graphic Design *California College of the Arts*

SEP 2017 - MAY 2020