
Melanie Yan

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in/melanieyan

Toronto-based UX/Product designer experienced in designing end-to-end product for start-ups, specializing in UX Strategy, Responsive Web Design, Native Mobile Design, and Information Architecture.

Education

2022 UX Design Diploma
BrainStation

2017 - 2021 Bachelor of Design
OCAD University

Work Experience

UX/UI Lead
Saiwala Inc.

May 2023 - Present

- Designed an end-to-end fintech responsive web app MVP within two months to meet the designated product launch.
- Designed with auto-layout, interactive components, M3 design system, brand guideline and constraints to create a front-end-ready design file that is ready for developer handoff.
- Provided UX consultation in product development lifecycle by working with CEO, CTO and Head of Product on creating a user-centric product strategy.

UX/Visual/Web Designer
Freelance

2018 - Present

- Designed native mobile apps and responsive websites for clients such as HHF.
- Conducted usability tests with users and implemented iterations to optimize clients' existing design.
- Executed design solutions for various clients including OCAD University, M Moser Associates, etc.

Graphic Designer
Easy Group Inc.

Dec 2021 - Sep 2022

- Designed native mobile app UI elements and components for major sales/marketing campaign, collaborated with app developers and in-house design team.
- Designed marketing content for native mobile app using brand guideline and company design system.

Graphic Designer
STEER Technologies Inc.

Sep 2021 - Dec 2021

- Designed the initial native mobile app wire-frame.
 - Managed visual assets for over 3,000 products, establishing an initial product visual library as the fundamental development of product database.
 - Optimized monthly product catalog by upgrading design layout, product information architecture, typography and colour.
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Tools

Figma, Webflow, Framer, Adobe Creative Suite, InVision, Zeplin

Front-end Language

HTML, CSS

Project

HUDDLE
UX Podcast

- Co-Host
- Co-Producer
- Creative Director

UX/UI Design Skills

UX/Product Strategy
Responsive Web Design
Native Mobile Design
Usability Testing
Design System
Wireframe & Prototype
