Demmy Yang

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Summary

Product designer skilled in creating thoughtful, aesthetic solutions to user-centric problems through user research and testing. Strong UI design with a focus on UX and accessibility drawing on backgrounds in visual arts, city planning, and music education.

Technical Skills

Design: UX Design, Visual Design, Accessible Design, Rapid Prototyping, Wireframes, User Personas
UX: Usability Testing, Heuristic Evaluation, User Interviews, Journey Mapping, Competitive Analysis, Affinity Diagrams
Design & Research Tools: Figma, Notion, Miro, Adobe Illustrator, Adobe Photoshop, Adobe XD
Development Tools: VS Code (Familiar with HTML/CSS/Javascript), Github, Webflow, Shopify

Work Experience

Senior UX / Product Designer | *Concentrix Catalyst*
February 2022 – Present
Designed end-to-end experiences for a variety of clients of Concentrix, a global consulting company. Worked with both internal and external designers, researchers, PM's, and engineers on projects such as:

- Led the redesign of a student portal and content CMS of a national university. Conducted user interviews to improve student portal UX. Worked with developers and content teams to create CMS components for use by students, faculty, and admins while unifying branding across all surfaces.
- Prototyped an improvement of call center tooling for a major US airline, combining 5 tools into a single interface integrated with an AI GPT prompt UI to search and categorize existing call scripts and content.
- Created a universal web product detail page (PDP) for an ecommerce brand conglomerate. Designed for mobile to cover furniture, home goods, clothing, and more by working with UX researchers to conduct usability testing.
- Redesigned a customer internet portal for improved usability and bill payment with a team of UX researchers. Utilized heuristic evaluation to create wireframes and high fidelity screens leading to a significant future contract.
- Led completed design of an iOS iPad app for company executives to organize and complete board activities ranging from surveys, signing documents, and managing meetings and communications.
- Designed desktop software for insurance claims management starting with heuristic analysis and prototypes leading to high fidelity screens with improved UX.
- Designed a modern and more native iOS iPad app experience for store management for a cellular company.

Web Designer / UX Consultant | *The Hotel Fullerton*
August 2021 - January 2022
Redesigned the Hotel Fullerton website using Webflow to create an optimized path to bookings to increase conversions, revamp visual design, and improve user accessibility.

Product Designer | *FashionSource*
September 2021
Designed wireframes and a hi-fi prototype of a mobile fashion sourcing app as part of a three person design team. Conducted user testing and interviews on wireframes to optimize the hi-fi prototype UX.

Lead Piano Instructor | *Move Over Mozart*
January 2015 - June 2021
Taught children from the ages of 4-14 piano and music theory in both group and private settings. Created teaching programs for individual students with tailored pacing and custom selected songs.

Education

Columbia Engineering UI / UX Bootcamp | 2021 | Professional Certificate

University of California, Berkeley | *College of Environmental Design* | 2015
B.A. City Planning | Sustainable Design Minor

Personal Interests

Film & TV | Baking | Climbing | Yoga