JUSTIN YANG

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Experience

Later — UX Designer
May 2020 - Present

Later is a social media management platform and link in bio tool for every social platform.

- Worked as the first UX Designer dedicated to the mobile app team; transitioned into core scheduling feature teams for both web and mobile.

- Increased scheduling rate by 8% in the first year on the mobile app, by redesigning the entire scheduling flow.

- Designed and launched draft posts on both mobile and web; increasing trial starts attributed to drafts feature by 14% in the first 3 months of release.

- Participated in mentoring junior UX designers on the team.

Moola — UX/UI Designer
Dec 2018 - May 2020

Moola is a secure gift card wallet and marketplace to shop, gift, and save money.

- Worked as the designer in taking the Moola app from its beta stage to general release in both the App store and Play store.

- Contributed to app iterations following launch, to get a 4.3 rating on the App store in the first year.

- Integrated in-app purchasing with custom check out designs and optimized workflow for crypto currency.

- Conducted multiple research studies as the sole researcher for product strategy and feature usability.

Gnarly Project — UX Design Intern
Oct 2017 - Jan 2018

Gnarly Project is a creative and business consulting agency focusing on helping SMBs in the food and beverage industry.

- Assisted in redesigning the menu viewing experience for an upscale Japanese restaurant in Vancouver.

- Conducted heuristic evaluations for restaurants and coffee shop websites, with a focus on usability and workflow.

- Created flow charts and low fidelity wireframes of web designs and presented to clients.

Education

Lighthouse Labs
Intro to Front-End Development
Oct - Nov 2019

Brainstation
Full-Time User Experience Design Program
Jan 2018 - Mar 2018

University of California, Irvine
Psychology and Social Behavior,
Minor in Business Management
Sep 2013 - Jun 2017

Skills

Design
User Flows
Journey Mapping
Information Architecture
Wireframing
Prototyping

Collaboration
Agile Methodologies
Shape Up Method
Organizing Workshops
Facilitating Design Critique

Research
Research Test Planning
Data Analysis
User Interviews
Usability Testing
A/B Testing

Software
Figma
Adobe Suite
Miro
Moqups

Coding
HTML
CSS