Anna Yang

Product Designer

aiyangg198@gmail.com

annaayang.com

San Francisco, California

Product Designer with a love for e-commerce and data analytics and demonstrated success in product launches and creative campaigns.

Experience

UX Academy Student
Design Lab, San Francisco

SEP 2022 - FEB 2024

- Led design of 3 capstone projects from the conception phase to high-fidelity prototypes through wireframing, storyboarding, competitive analysis, user interviews, and usability testing.
- Designed new app features for a popular music streaming app and mobile payment app through user interviews and surveys, competitive analysis, prototypes, and rounds of iteration based on user testing feedback.
- Conducted qualitative user research to better understand user pain points, needs, and motivations for creating a mobile app design and a responsive website.
- Participated in weekly group crits with other designers and 1-on-1 mentor sessions for feedback on projects.

Digital Media Coordinator
Benefit Cosmetics, San Francisco

OCT 2021 - AUGUST 2022

- Integrated visual elements on daily social media posts for Facebook and Twitter, driving a 30% increase in online presence and fostering deeper product engagement through captivating design narratives to enhance consumer engagement by 20%
- Crafted compelling concepts, elevating brand recognition through impactful design storytelling
- Executed nationwide pre-launch outreach, securing features in prestigious publications, and amplifying product visibility by 20% with visually appealing content
- Developed innovative campaign strategies, driving heightened publicity and engagement by 30% through visually captivating narratives

Marketing & Creative/Visual Design Lead
Juno & Co, San Francisco

NOV 2020 - JUNE 2021

- Designed social media infographics for Instagram stories, reels, and posts to promote key skincare launches
- Led end-to-end campaign for the promotion of the top product 'Clean 10 Cleansing Balm,' resulting in revenue exceeding $50,000
- Developed TikTok briefs for influencers aligning with business objectives
- Managed a B2C campaign with a $10,000 budget, achieving a conversion rate increase of over 30%

Education

Design Lab UI/UX Academy

SEP 2022 - FEB 2024

500+ hours of rigorous UI/UX design coursework with hands-on capstone projects, group crits and mentorship sessions from industry leaders.

UC Davis / B.A in Communications

SEP 2016 - JUN 2020, DAVIS

Area of interest in Business and Digital Media Marketing

Relevant Coursework:
- ECN1A (Princ of Microecon)
- ECN1B (Princ Of Macroecon)
- CMN 170V (Digital Technology)
- CMN 174 (Social Media)
- CMN 148 (Contmp Trends In Media)

Skills

Design: UI Graphics • Strategy & Vision Presentations • User & Task Flows • Storyboarding Wireframing & Mock-Ups with Figma • Style/Mood Board

Research: User Persona • Primary Research • Secondary Research • Interviews • Competitive Analysis

Software: Figma

Interests

- Learning new languages
- Fashion Styling
- Music Appreciation
- Painting
- Thrift Shopping
- Photography
- Fitness Training