Julie Yang.

UX/UI Designer

ABOUT

UX/UI Designer with a Graphic Design background, specialising in User Interface Design.

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✉ julieyang.sydney@gmail.com

🔗 Portfolio

in Linkedin profile

SKILLS

User interview
Research synthesis
Card sorting
Wire-framing
Responsive Prototyping
Stakeholder management
Typography
Branding
Typesetting
Infographic
Illustration
Graphic design
Animation

EDUCATION

General Assembly, Sydney
User Experience Design Bootcamp
2022

University of Technology, Sydney
Bachelor of Visual Communication
2014 – 2016

University of Western Sydney
Bachelor of Design and Technology
2013 – 2014

PROFESSIONAL EXPERIENCE

● **April** | *UX/UI Designer*

April – Dec 2023

- Streamlined the multi-level approval process for B2B transactions involving multiple users at different hierarchical levels, requiring distinct experiences for dashboards and checkout tailored to each user's level and access

- Collaborated with the customer support team to identify existing problems and enhanced the identity verification process during sign up to improve the success rate.

- Created low to high-fidelity wireframes and prototypes using Figma, translating conceptual ideas into user-friendly interfaces

- Conducted usability testing with customers and utilised platforms like UsabilityHub, iterating designs based on feedback, resulting in refined and user-centric solutions

- Proficiently worked within the brand's design system, ensuring a cohesive and unified visual language across all projects

- Developed skills in After Effects to create a product video and providing valuable resources for the sales team, enhancing their ability to market and sell products effectively.

● **Butterfly Digital Agency** | *Freelance UI Designer*

Dec 2022

Project: Treasury Corporation of Victoria

- Building responsive web design across desktop, tablet, and mobile screens

- Working with components, variables, auto layout, design system, and prototyping on Figma

- Solving problems for mobile screens with limited space.

● Project: Peter Mac website refresh

- Creating an accessibility-first design for desktop, tablet, and mobile screens in line with the brand styles and WCAG standards.

- Building interactive design such as carousels, accordions and hover effects

- Creating low to high-fidelity wireframes and prototypes, as well as recommending solutions to enhance the content and functionality of the site.

TOOLS

- Figma
- Miro
- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Adobe After Effects
- Microsoft Teams
- Slack

PROFESSIONAL EXPERIENCE CONT.

General Assembly | *UX/UI Designer*

Jul 2022 – Oct 2022

- Gained 500+ hours of hands-on experience and extensive learning of the UX design framework with key methods and principles.
- Co-led a team of four UX designers, making an impact across all projects– Notibly the Australian Redcross Lifeblood
- Lead the team throughout the UI Design process, helping the team understand the visual hierarchy and the design principles.

Raine & Horne | *Graphic Designer*

Jul 2021 – Jul 2022

- Designing booklets and brochures requiring strong layout design skills
- Creating email and website banners, social media ads, image retouching and video editing
- Delivering print and digital design for 300 franchise offices across Australia
- Communicating with Agents and Franchise Owners to fulfill creative briefs
- Giving constructive feedback to junior designers.

Deloitte | *Graphic Designer*

Oct 2017 – Oct 2020

- Delivering on-brand visual consistency across print and digital design, and building a delightful experience for Deloitte events
- Holding meetings with consultants to Director level stakeholders for concept presentations, influencing stakeholders on the design choices, iterating on feedback, and delivering final artwork
- Responsible for artwork handover to the Printers and liaising with them to find the best output solution.