nancy yeh

user experience/product designer

⊕ **www.nancyyeh.ca**

✉ nancy031831@gmail.com
☏ (+1) 778 681 1477
⊙ 1877 148a st, Surrey, BC, Canada

2 years of cumulative work experience in design field with ability to work closely with designers, content strategists, and engineers to craft product strategy, vision, and tackling complex problems within a collaborative, inclusive, and cross-functional environments.

With a background in architecture, I am able to communicate and **conceptualize ideas** at all stages of the design process from creating user flows and wireframes to building user-interface mockups and prototypes to cultivate inclusive **design strategies** in all forms.

experience

Product Design Intern @ GoFreight
Summer 2021 • Taipei, TW

- Led the audit & redesign of the company site to improve SEO, navigation & brand perception.

- Maintained and created UI components and global design system to assist the design team work flow.

UX Design Intern @ AOMS Technologies
Winter 2021 • Toronto, ON

- Conducted design meetings and planned UX flow, lo-fi wireframes and hi-fi prototypes for 2 main features from conception to launch.

- Led the vision for a dashboard redesign of our IoT platform, enhancing user job site conditions and workflows by 100%.

Product Design Intern @ Kahap Digital
Spring 2020 • Taipei, TW

- Worked closely with product and engineering to design an end-to-end investor portfolio estimator to be used by 5000+ users.

- Led all aspects of UX design from information architecture, to systems and workflows, to micro-interactions of a fire extinguisher robot.

Brand & Product Designer (Freelance)
Spring 2018 • New York, NY

- Designed and created logos, style guides, UI components and illustrations to strentghen client's brands vision.

- Redesigned the usability of client's website interface to enhance the customer user shopping experience.

education

University of Waterloo

Master of Architecture 2021 - 2022
Bachelor of Architecture 2016 - 2021
- Design Studio, Coding design
- Visualization and computation
- Electronic communication & web design

Massachusetts Institute of Technology

HCI for UX Design 2020 (certificate program)
- Intelligent user interfaces and prototyping
- Non-traditional and multimodal user interfaces
- Multimedia and vision in computer interaction

skills

- Information & user research
- UX & UI design
- Visualization, wireframing, prototyping
- Information architecture, content strategy
- Usability & concept testing
- Basic frontend & web development

tools

Adobe XD	React Native
Figma	Git/github
Sketch	G Suite
Jira/Confluence/Trello	Illustrator
Zeplin/ Slack/ Asana	Photoshop
HTML/ CSS/ Javascript	InDesign

involvements & awards

Hack the North 2021
Selected out of 7000+ applicants to participate in Canada's biggest hackathon over 36 hrs
www.devpost.com/software/glasses

deCODE 2021
Selected out of 1325 applicants and paired to work with League over a 48-hr hackathon
www.hackdecode.io/

Exemplary student work
3A Final project selected for exemplary student work and annual school wide project exhibition
www.waconnect.ca/work/coursework/york-commons

Outstanding co-op student performance
Received "Outstanding Student" from my employer (AOMS) for Winter 2021 Co-op term