MELINDA YANG

Experienced hybrid UX Designer with deep passion for creating engaging user-centered design products, and vision concepts embracing innovation and delight. I've designed multi-devices experiences on mobile, TV, emerging technology, and new product concepts. Shipped consumer products include Samsung Frame TV companion app (iOS and Android) and Samsung TV integrated home content discover service - Universal Guide.

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PORTFOLIO
www.melindayang.com

WORK EXPERIENCE

Samsung Electronics America
Jan 2019 - Present

INTERACTION DESIGNER at Next Experience Lab
- Collaborate with cross functional teams (Product, Research, Engineering) to align with product vision and design consistency from Interaction and Visual team
- Lead major components of design and provide full design solution with strong rational; produce wires, detailed workflows and present as design solutions

Visa
Aug 2017 - Dec 2018

SENIOR UX DESIGNER at New York Innovation Studio
One of the first three hired designers in NY Studio
- Designed digital payment fundamental key elements of Meta-services platform as best practice and tap into VisaNet and the Visa Developer Platform
- Created client engagement materials and design deliverables for client co-creation workshop by synthesizing knowledge of Visa services, capabilities, client needs and research
- Led research includes drafting discussion guide, conducting interview, analyzing data, synthesizing research insights and create multi-media of human-centered stories

Samsung Research America
Sept 2015 - Aug 2017

INTERACTION DESIGNER at Customer Experience Lab (CX Lab)
- Designed new concepts and solutions for future displays and connected devices, validated assumptions and decided on a product roadmap by running design sprint with a team of engineers and researchers
- Led the design of Frame TV mobile app end-to-end experience from ideation to full production and shipped to app stores
- Executed wireframes, prototypes and design specs and presented works to gain buy-in from stakeholders throughout the product lifecycle
- Designed across and collaborated with TV Product Designers, Visual Designers, PM, Researchers, QA Testers and iOS and Android Engineers

Microsoft Production Studios (RUN Studios)
June 2014 - July 2015

UX DESIGNER (CONTRACTOR)
- Led the design of multi-touch and interactive digital signage apps to be displayed on large touch screens from interaction to visual design
- Generated design concepts with stakeholders and draft wireframes in an agile environment
- Partnered with a developer to ensure the design translate through great user experience
- Participated in full lifecycle of app development including ideation, implementation, and usability testing

Trend Micro
July 2013 - Sept 2013

UX DESIGNER INTERN
Internet content security software and cloud computing security company
- Led the redesign project of UX team internal customers information database from conducting interviews to restructuring information architecture, content strategy and design the look and feel
- Supported lead researcher analyzing interviews data of an enterprise product to discover opportunities, defining use scenarios and drafting design recommendations report

EDUCATION

Master of Arts
2012 - 2014

COMMUNICATION IN DIGITAL MEDIA
University of Washington, Seattle, WA

Relevant Coursework
Human Centered Design, Usability Testing, Interaction Design and Practice,
Directed Research in Human Centered Design & Engineering, Mobile Development and Strategy,
Web Analytics, Marketing and Branding in Digital Communication

Bachelor of Arts
2007 - 2011

COMMUNICATION AND TECHNOLOGY
National Chiao Tung University, Hsinchu, Taiwan

Graduation Project: "Buy Me If You Can" —HD Short Film

PATENTS

Samsung Research America
Issued September 2016

Configuration and Operation of Display Devices Including Content Curation

A method to easily plan, arrange, align and curate a cluster of displays using computer vision and AR based technologies in a visual and spatially intuitive manner.

SKILLS

DESIGN METHODS
Wireframing
Visual Mockups
Prototyping
Usability Testing
Design Sprint
Heuristics
Site Mapping
Storyboards
Affinity Diagramming

SOFTWARE
Photoshop
Illustrator
Principle
Sketch
Premier Pro
InVision

DEVELOPMENT
HTML/CSS