

MELINDA YANG

UX Designer focuses on detailed design and delivery for software products and digital experiences. Deep passion for creating engaging user-centered design, interaction models and innovation / vision concept design.

Specialties:

- Interaction Design (Storyboarding, Wireframing and Prototyping)
- Visual Design (Clean interfaces, infographics and other graphic elements)
- User Research (In-depth Interviews, Usability Testing and Survey Design)

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PORTFOLIO
www.melindayang.com

WORK EXPERIENCE

- Visa
Aug 2017 - Present
SENIOR UX DESIGNER at New York Innovation Studio
One of the first three hired designers in NY Studio
 - Design digital payment fundamental key elements of Meta-services platform as best practice and tap into VisaNet and the Visa Developer Platform
 - Create client engagement materials and design deliverables for client co-creation workshop by synthesizing knowledge of Visa services, capabilities, client needs and research
 - Lead research includes drafting discussion guide, conducting interview, analyzing data, synthesizing research insights and create multi-media of human-centered stories
 - Service Design and build studio experiences from demos to fabrication tied to market trends and Visa strategies incorporating key Visa services for client engagement
- 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

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

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 (Full movie upon request)

PATENTS

- Samsung Research America
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.
Issued September 2016