

YanYan Q.

Irvine, California 92620

yanyan.design@gmail.com 512-784-8730

www.yanyandesigns.com

Professional designer with 15+ years' expertise in the software industry, specializing in the UI/UX, graphic and visual design.

SKILLS

Design direction & mentoring	Adobe Creative Suite (XD, Illustrator, Photoshop, InDesign)
User study, persona development	Company marketing and branding strategy
Wireframe (Figma, InVision, Balsamiq, Sketch)	Front-end development (HTML5, CSS3, JavaScript)
Low to high fidelity prototype	Agile development process, Jira, Scrum

PROFESSIONAL EXPERIENCE

777 Partners

Newport Beach, CA

2019-present

Director, UI/UX Design

- Lead the design direction for an investment company with 7 verticals under its portfolio, which includes aviation, fintech, sports, insurance, and more.
- Bonza Airline (flybonza.com), an Australia based airline. Lead the design of the customer facing mobile app and website. The booking app reached 100K+ downloads within the first week of launch. Received customers' high ratings and millions of social media shares.
- Flair Airline (flyflair.com), a Canada based airline. Rebranded the company website and mobile app. Strategically designed customers' booking flow, which helped the airline expand from 19 destinations to 35, from domestic to international.
- NomadOMS, an aviation Operation Management System. Closely collaborated with stakeholders and the development team to design this software from scratch. It enables the airline administrative and operational team perform all the duties needed behind the scene. It includes, but not limit to, manage flight schedules, set up programs and promotions, delay and cancel flights, manage and onboard passengers, deal with ad-hoc and disruption.
- UOwn Leasing (uownleasing.com), a lease-to-own payment platform let consumers buy merchandise from reputable stores. Lead the UI/UX design for 3 platforms end to end, which includes a merchant portal, a serving portal and a customer portal. With this comprehensive system, the business is able to onboard 3000+ stores nationwide to offer their customers alternative payment options. The revenue increased from 2 million to 100+ millions in 1 year.
- ATA football (atafootball.com), a sports streaming service for live and on-demand women's football (soccer) events globally. Lead the redesign of a public-facing website and a subscribed customer portal. Achieved 1000+ times growth in user subscriptions.

- London Lions (thelondonlions.com), a basketball club plays in the professional British Basketball League (BBL). Rebranded and relaunched the website. Collaborated with the development team to set up a content management system (CMS). Helped move the team to the top tier of British basketball.

Fintech Credit Innovations

Newport Beach, CA

2018-2019

Director, UI/UX Design

- Lead designer for a financial technology company. Designed through the product concept, prototype, high fidelity mockups and implementation.
- Successfully launched a B2B lender side web application and B2C customer facing online personal loan application.
- Collaborated with the research and marketing team to conduct user studies, A/B testing, analytics. Created strategies on SEO and customer engagement.

Phoenix Energy Technologies

Irvine, CA

2012-2017

Lead UI/UX Designer

- Developed and managed the look and feel of the entire enterprise level green energy technology application. The proprietary SaaS products were used by over 20 high profile and Fortune 500 companies. Created the company's visual branding and style guide.
- Set the standards and lead decisions on the user-centered design process. Created the user experience/journey maps. Solved the challenge of highly functional and cohesive user experience throughout the whole application.
- Collaborated closely with the product managers to set up project requirement documents, gathered users' need and feedback. Created visual mockups and prototypes at the initial stage of projects.
- Highly involved in the development team's the Agile process and daily scrums. Delivered detailed visual specifications for the software engineers. Supported in the front-end development using the MVVM and MVC models. Set up company's unique CSS style guide and design library.

Smith Micro Software, Inc.

Aliso Viejo, CA

2010-2012

Interaction Designer

- Created design concepts and visual screens for mobile applications, web sites, online rich media and print media.
- Oversaw the creative process and prepared for deliverables, such as the brand boards, user stories, wireframes, user interface screens, print materials and style guides.
- Researched and developed visuals for various platforms across from PC, Macintosh, and smartphones to tablets (iOS & Android).
- Translated the branding and marketing strategies into mobile-friendly products from large mobile technology clients such as AT&T, Sprint, T-Mobile and Verizon. Kept design concepts within the project scope: strategic positioning, business requirements, timelines, and budgets.

BAE Systems

Ontario, CA

2009-2010

Senior Product Designer

- Worked in the New Product Development group of the protective gear and body armor industry for the military and law enforcement industry.
- Designed and engineered new product concepts along with modifications to existing products. Interpreted, analyzed, and developed solutions from customer specifications.
- Generated conceptual pattern and dimensional data requirements. Lead the pattern makers and technicians to generate Bills of Materials and Bills of Operation for assigned projects. Oversaw the offshore manufacturing progress.
- Interfaced with all teams within the corporation, from marketing, sales, manufacturing, customer service, purchasing, to the finance teams. Provided product information and supported end-users.

Activa Global Sports & Entertainment

Irvine, CA

2007-2009

Senior Graphic & 3D Artist

- Designed new products for a sports and entertainment consumer products company. Produced high quality print-ready graphics for product packaging, advertising and point-of-purchase signage. Products such as collectibles, toys, gifts and apparels were mass produced and sold in large retail stores, including Walmart.
- Generated three dimensional product renderings and retail displays. Received numerous art and design approvals from national sports league such as NFL, NBA and NHL, and entertainment network such as HBO and Warner Bros.

PICO

Torrance, CA

2006-2007

Lead Designer

- Lead the Los Angeles regional office design team for a global event company. Communicated with clients and collaborated with vendors all around North America, Europe and Asia.
- Oversaw the design scheduling and progress. Managed design strategy and direction by understanding the clients' branding guidelines, event requirements and budget constraints.
- Designed and delivered comprehensive presentation packages.
- Worked extensively with clients, including many Fortune 500 companies, from the industries of aerospace, energy, entertainment, fashion, gaming, multimedia, semiconductor, defense, and security. Gained compliments from clients by successfully designing their retail space, trade show booths, and public events.

EDUCATION

Master of Fine Art in Design - University of Texas at Austin

Bachelor of Engineering in Industrial Design - Zhejiang University