

YOUNG HE

UI/UX Designer

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Highlight

- Inquisitive digital designer with multidisciplinary knowledge
- Web/app design experience in education, e-commerce, Web 3, B2B, SaaS
- A keen interest in designing and using AIGC products
- 4-year experience in digital design for marketing

Work Experience

UI/UX Designer | [Intranet Connections \(B2B\)](#)

July. 2023 - Present, North Vancouver, BC (Hybrid)

- Pivoting a 25-year-old B2B product from UX/UI perspective in the modern market, ensuring a smooth transition balancing existing users and new market challenges
- Researching intranet admin and end user pain points by talking with customers, conducting market analysis, creating user journeys, etc
- Designing responsive interfaces based on product vision, market competitiveness, and technical constraints
- Redesigning and maintaining design system based on Mudblazor UI components

UI/UX Designer | [Cutie Pawty \(E-commerce\)](#)

Oct. 2022 - Mar. 2023, Remote

- Redesigned an e-commerce website with 2 designers via evaluations, user research, market research, and pain point prioritization, conversion rate being lifted by 14% in two months
- Strategized to add a product return feature, expecting to cut down 80% of repetitive manual reply via online solution
- Reported research insights, proposal to highlight the customize feature as a marketing strategy taken as key feature by stakeholders

Digital Designer | [Freelance\(Web 3.Events.Community.\)](#)

Jan. 2022 - Present, Vancouver, BC

- Provided website usability and UX guidance for a local [renovation company](#), 4 redesign recommendations being implemented
- From 0 to 1 shipped a logo, 5 streamlines, 20+ web pages, a design system, 2 banners and hands-off specs within 3 weeks for a [sharing platform](#) for Malaysian students in China
- Designed a logo and an interactive landing page for a Web 3 socialfy company in a week
- Redesigned a [club website](#) with 2 developers and stakeholders

Digital Content Designer | [Hailiang Education Group \(Marketing\)](#)

June 2018 - June 2020, Zhejiang, China

- Created marketing materials such as slides, banners, posters, flyers, and brochures to promote the school and attract students, attracting over 1000 applicants to the school
- Conducted yearly research on student and parent feedback for school management and delivered 2 research reports in the staff meetings

Skills

Research

- Card Sorting
- Qualitative/Quantitative Research
- Usability Testing
- Heuristic Evaluation
- Competitive Analysis
- A/B Testing

Design

- AIGC Creative Tools
- Wireframing
- Prototyping
- Design System
- Journey Mapping

Software

- Figma, Adobe XD, Sketch
- Wordpress, Wix
- Adobe Illustrator
- Adobe Photoshop
- Adode Premiere
- Adobe After Effects
- HTML CSS Javascript
- Jira Github Asana

Education

MEd. Edu-psychology

University of British Columbia

Sept. 2020 - May 2022

B.A English Literature

Wenzhou University

Sept. 2013 - June 2017

UX Design Certificate

Coursera | Google

Nov. 2021 - May 2022

Personal Project

[HSP Planet App](#)