

I'm excited to craft considerate user experiences with my integrated design approach for your business needs.

# YANGIN SHIEH

646-389-6541  
yanginshieh@gmail.com  
yanginshieh.com

## EXPERIENCE

### UX/UI Designer, Workhuman

November 2022–Now

Overhaul the design system and redesign page layouts for Workhuman's business website—as part of a collaborative effort to replatform the website from Wordpress to Contentful—with designers, copywriters, developers, stakeholders, and Adapt digital agency.

Research, wireframe, and design mockups for Workhuman.com and Workhumanlive.com.

### Senior Digital Designer, Flightpath

December 2019–October 2022

Designed dynamic websites, features, and digital marketing solutions for a breadth of consumer and B2B clients across various sectors.

### Senior Designer, Cultural Vistas

March 2015–May 2019

Developed and executed marketing campaigns for unique work exchange programs and initiatives to promote customer acquisition.

Designed and built responsive websites and email newsletters to support marketing campaigns, while strategically integrating platforms and tools for more thoughtful, scalable development processes.

Collaborated with the J-1 Visa and product development teams to redesign key features for a complex recruitment web application to optimize user flow and boost customer acquisition and user engagement.

### Contest Owner & Design Lead, Cultural Vistas

July 2015–September 2018

Developed and executed contest business strategy, branding, and products to grow our audience, user-generated content, and advocacy opportunities.

Led the design and development of the contest website—bringing content, discovery, and submissions together in one place.

Managed a team of content developers focused on increasing the contest's online presence and social media engagement.

Collaborated with the design and marketing teams to analyze metrics and plan product roadmap, budgets, and execution.

## SKILLS

### Processes

Art Direction  
Brand Strategy  
Front-end Development  
Visual Design  
UX/UI Design  
User Personas  
Userflows  
Wireframing  
Prototyping

### Tools

Paper and Pen  
After Effects  
Illustrator  
InDesign  
Photoshop  
Axure  
Figma  
Invision  
Sketch  
HTML/CSS  
JavaScript  
WordPress

## EDUCATION

### School of the Art Institute of Chicago

BFA, Graphic Design  
2007–2011