

Sylvia Yang

DIGITAL PRODUCT DESIGNER

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The University of Texas at Austin

B.A. in Marketing
Fall 2017

University of New South Wales

Exchange Program in
Sydney, Australia
Fall 2015

Texas Academy of Math and Science

High School Diploma
Spring 2014

Tools

Sketch
Illustrator
HTML/CSS
Javascript
InVision
Principle
Framer
Photoshop
Premiere Pro

Skills

Visual Design
Interaction Design
Design Research
Wireframing
Prototyping
Photography

UX Design Intern / Amazon

Summer 2017

- Led the research, design, prototyping, and testing of a key feature for an internal tool targeted to 200,000+ employees
- Designed the MVP of a feature in three weeks using Agile development
- Presented key research insights with the development and product teams to develop empathy for customer pain-points and needs

VP of Events, Director of Build & Studio / Design Collective

Spring 2015 to Present

- Oversaw all events for UT Austin's largest design organization with 100+ members
- Pioneered a collaborative program called DECO Build for 18 students to learn and apply design thinking methodologies
- Mentored a group of four designers in a pro-bono design studio and managed relations with local non-profit organizations

Founder / Sylvia Yang Photography

Fall 2014 to Present

- Delivered high-quality photography and videography services for over 160 clients and generated \$15K in revenue in two years
- Engaged a fan base of 1.3K followers through Facebook and Instagram channels

Design Intern / Springbox

Summer 2016

- Created 50+ custom visual assets for case studies on the company's new website
- Implemented a social media strategy that boosted Instagram likes by over 63%

Digital Marketer / Exportia Australia

Fall 2015

- Produced a series of seven YouTube videos to help Australian companies export their technology to Europe
- Published weekly articles onto the Export Council of Australia journal
- Managed all of the company's design work, including event posters, website designs, and animations

Volunteer / Street Youth Ministry

Fall 2016

- Contributed over 30 hours of service to provide resources for homeless youth
- Transformed the organization's visual appeal through high-quality photography at community events
- Reorganized 20+ sub-navigation links into six main links to help users navigate the site more easily