

Annie Yang

209 - 202 - 1975 | Irvine, CA | yang.annie48@gmail.com | [linkedin.com/in/ayang4](https://www.linkedin.com/in/ayang4)

EXPERIENCE:

Lead Product Designer (Contract) | *FortyMe* | *January 2025 - Present*

- Own **end-to-end product design**, leading **user research**, **information architecture**, and **prototyping** using **Figma** to create intuitive **mobile experiences**
- Collaborate with **cross-functional teams** to define **mobile features**, conduct **user testing**, and iterate based on feedback in a fast-paced **Agile environment**
- Build and maintain a **mobile-responsive design system** to ensure brand consistency and usability across platforms

UX/UI Designer II | *Neudesic (IBM)* | *January 2022 - October 2024*

- Led **qualitative** and **quantitative** user research (interviews, surveys, analytics) to uncover insights and inform **data-driven UX decisions**
- **Collaborated** with **cross-functional teams** in **Agile sprints** to deliver UI/UX-consistent design features, maintaining on-time delivery
- Conducted **design reviews** with product and development teams, clearly **communicating** rationale, gathering **feedback**, and **iterating** to improve usability and user experience
- Ensured design consistency by following **WCAG guidelines**, **design systems**, and **branding guidelines**
- Partnered with clients to align **business objectives** with **user needs**, achieving **client retention** and **satisfaction**

UX/UI Designer | *Reliance Steel & Aluminum* | *January 2021 - January 2022*

- Led the redesign of the internal intranet by conducting **user interviews** and collaborating with cross-functional teams
- Researched market trends and proposed innovative solutions, including RFID technology, which **improved inventory tracking accuracy** and reduced operational costs
- **Designed** and **tested prototypes**, incorporating feedback from users to iteratively refine and **improve usability**

UX/UI Designer | *Creek & River Global* | *June 2019 - January 2021*

- Managed the full **UX design lifecycle**, including **research**, **wireframing**, **prototyping**, and **usability testing** to improve product efficiency and satisfaction
- Designed and implemented a comprehensive **style guide** to standardize design elements across projects, improving consistency and overall team efficiency
- Designed **marketing and product assets** (landing pages, email templates, visuals) that boosted engagement rates

TOOLS & SOFTWARE:

Figma, Adobe XD, Miro, FigJam, Maze, **Jira**, Notion, LucidChart, **Google Analytics**, **Optimal Workshop**, CMS (WordPress, Squarespace, WIX), **Microsoft Office**, **AI Tools** (ChatGPT, Figma AI, Copilot, Gemini, etc.)

CORE SKILLS:

User/Market Research, Wireframing, Prototyping, Information Architecture, User Flows, **Usability Testing**, Accessibility, Design Systems, Style Guides, **Agile & Scrum**, HTML5, CSS3, UX Strategy, Responsive Design, **Collaboration**

EDUCATION:

Bachelor of Science (BS) in Computer Science at California State University, Stanislaus