


Tiffany Yeh

UI/UX Designer

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(562) 405-2228

[LinkedIn](#)
[Digital Portfolio](#)

 Open to full-time, remote positions

Work Experience

May 2022 - Present

UX Designer (Contractor)



Good Fight Creative Co.

- Market research, competitive analysis, user research, user personas, sitemaps, information architecture, user flows, lo-fi wireframes and prototypes

June 2021 - Present

UI/UX and Graphic Designer (Contractor)



Fannie Mae

- Worked with stakeholders in Single Family and Multifamily divisions to develop low to high-fidelity wireframes, prototypes, and prepped designs for developer handoff in Adobe Xd
- Designed digital and print material (flyers, whitepapers, one-pagers, social media posts, etc.) while incorporating user feedback and analytics to optimize designs

March 2019 - Present

UI/UX and Graphic Designer (Contractor)



Self-Employed

- Managed 14 client accounts (SMBs and startups)
- Designed low and high fidelity wireframes and prototypes for a personality testing mobile and web app, using Adobe Xd and Jira
- Led and established 3 brand redesigns with new brand guidelines and Canva templates
- Redesigned 6 client websites and saw an average of 65% increase in form conversions

March 2014 - June 2019

UI/UX Designer/Digital Marketing Specialist



InBody USA

- Designed low-fidelity wireframes for a health tracking mobile app with Adobe Xd
- Conducted user research through Google Forms to gain feedback on the USA website
- Redesigned and rewrote the WordPress site of over 60 pages in 2 months by applying user feedback, which saw 109% growth in new monthly users in 2 years
- Designed and developed the Shopify site in 3 months (wireframe, low and high fidelity mockups) that saw an average of 72% increase in monthly users, with light to medium custom CSS, HTML, liquid edits
- Designed print and digital collateral with Adobe Creative Suite (Illustrator, Photoshop, InDesign)
- Designed and built a new Docebo LMS in 60 days that reduced customer onboarding time by 42%

Tools

UI/UX

Figma, Adobe Xd, Sketch, Zeplin, Google Analytics

Adobe Creative Suite

Illustrator, InDesign, Photoshop, Premiere, Lightroom

Web Design

WordPress, Shopify, Wix, light CSS/HTML

PM and Communication

Airtable, Jira, Workfront, Microsoft Suite, Slack, Teams, Notion, Loom

Education



Product Design Certification

Dribbble
June 2022



Mastering Design Thinking Certification

MIT Management Executive Education
March 2022



B.A., Business Administration, Marketing

California State University, Fullerton
2012 - 2015
Magna Cum Laude