Jinna Yu

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Experience

Giddy, Lead UX Designer **Apr 2024 - Present**

- Led the end-to-end e-commerce redesign of Eddie by Giddy addressing usability, information hierarchy, branding, and UI elements.
- Built and maintained design systems, wireframes, interactive prototypes, and high-fidelity mockups for mobile, app, and websites across multiple brands.
- Collaborated with 4 teams, 20+ stakeholders, and C-level executives to define project scope and ensure the accurate implementation of designs.
- Led design reviews and presentations for leadership, integrating feedback and data-driven insights to validate and refine design decisions.

Giddy, UX/UI Designer **Mar 2023 - Apr 2024**

- Led user research, conducting usability tests, user interviews, and synthesizing data to identify design flaws and user needs.
- Ensured seamless design handoff with development through thorough documentation and communication between teams.
- Utilized Figma to create hi-fidelity designs, prototypes, empathy maps, user personas, journey maps, and storyboards for stakeholders as visual ux artifacts.
- Designed and optimized email templates, layouts, and user flows to enhance engagement, retention, and overall user experience.

JY Design, Designer & Creative **Feb 2021 - Present**

- Built design system foundations and components to maintain consistency in brand guidelines and design structures for various clients and platforms.
- Created graphics, menus, and signage using Figma & Adobe CC for social media, marketing, and advertisement purposes for
- Managed multiple projects simultaneously, maintaining clear communication with clients to ensure progress and satisfaction.

Education

The University of Texas at Austin,
College of Liberal Arts, Bachelors of Arts in Sociology,
McCombs School of Business, Business Administration Minor, UX/UI Design Certificate

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Skills

User Research, User Personas, Information Architecture, Journey Mapping, Storyboarding, Storytelling, Wireframing, Prototyping, User Flows, User-Centered Design, Responsive Design, Interaction Design, Design Thinking, Usability Testing, Empathy Mapping, Agile Methodologies, Problem Solving, Branding & Identity, Strategy Development, Visual Design, Graphic Design, Figma, Figjam, Adobe XD, Adobe Creative Cloud, Miro, InVision, Maze, Notion, Trello, Asana, Klaviyo, Emailify, Typeform, Shopify, HTML, CSS, Javascript, Bootstrap, Webflow, Wix, Squarespace