



Yi-Ting Miao

CONTACT

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SKILLS

Affinity diagram
Interaction design
Wireframing
Prototyping
Usability testing
Persona
Information architecture
User research

TOOLS

Design

Figma
Sketch
InVision
Adobe XD
Adobe Photoshop
Adobe Illustrator

Animation

After Effects

Coding

HTML5
CSS
Javascript
PHP

EXPERIENCES

Apr 2021 – present, Remote

UI/UX Design Intern

Bluejestic

- Designing the checkout flow based on user research and stakeholder reviews from sketches to high-fidelity prototypes with iterative process; Conducting usability testing and redesigning the app onboarding flow.
- Building the design system and creating reusable components for scalability; Working closely with founder and developers from conception to implementation, focusing on reusing and syncing components.

Sep 2020 – present, Remote

Freelance UX Designer

Self-employed

- Redesigned user flow to increase VOGUE SHOP Taiwan website traffic and reorganized information architecture of membership section to enhance member engagement along with meeting business goals.
- Provided design solutions and revamped the website for independent clients to solve user's need and business challenges based on user research.

Jun 2018 – Dec 2020, Taiwan

Co-Founder / Merchandiser

Urbanic Time

- Designed website workflow and the theme for UI/UX, including website layouts, information architecture, call-to-action, checkout process, and branding.
- Conducted market research of trends and competitor's strategies and attended Las Vegas Market Trade Show to plan seasonal buys.

Jun 2017 – Aug 2018, San Francisco Bay Area

Merchandiser / Social Media Marketing Specialist

Imomom

- Provided solutions to improve the user experience of the checkout flow.
- Developed product assortments and promotion strategies that are commercially viable; Spearheaded the visual design and content strategy for social media.

EDUCATION

Feb 2019 – Dec 2020, San Francisco

Academy of Art University

MA, Web Design and New Media

Sep 2015 – May 2017, San Francisco

Academy of Art University

MA, Fashion Merchandising