

alice YANG

 aliceyang.com

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Product / UX Designer



Jan 2019 – Present

@WalmartLabs – Sam's Club / Senior UX Designer

US membership warehouse owned by retail giant Walmart

- Leading post-transactional track for high-touch experiences like cart and checkout
- Prototyping to validate, delivering annotated designs and mentoring junior designers

Nov 2017 – Jan 2019

Brandless / Senior Product Designer

SF direct-to-consumer e-commerce startup

- Delivered annotated artifacts and worked closely with engineers on implementation
- Created prototypes and scripts for user testing to iterate and improve products

May 2017 – Nov 2017

Minted / Senior UX/UI Designer

SF design retailer of stationery, art and other lifestyle goods

- Created flows, wireframes, prototypes and high-fidelity visuals for product features

Oct 2014 – Apr 2017

@WalmartLabs – Sam's Club / Senior UX Designer

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- Delivered responsive web, mobile app and in-store kiosk products
- Led the development of pattern and component libraries with engineers

Apr 2012 – Sep 2014

AMP Agency / Senior Digital Designer & Art Director

Boston/NY agency. Clients include Hasbro, Amazon, Capital One and Staples

- Led design and user testing for multi-platform products

Mar 2011 – Apr 2012

Publicis Groupe – Digitas / Senior Designer

Global agency. Clients included Bank of America and Goodyear

- Conceptualized and delivered visual designs for cross-channel initiatives

Apr 2007 – Feb 2011

SPROUT Creative Group / Creative Director

NY/SF agency. Clients included American Express Publishing, Canon and Lacoste

- Directed the company's summer design internship program

Mar 2005 – Mar 2007

DoubleYorks Inc. / Intern > Design Director & Project Manager

NY agency. Clients included Oscar de la Renta, Elie Tahari and Starwood Hotels

- Led design, helped develop proprietary software and involved in client acquisition



Tools

Sketch

Zeplin

InVision, Principle, Protopie & Keynote

Adobe Creative Suite

Photoshop, Illustrator, Indesign



Languages

HTML & CSS

Working knowledge and ability to edit code



Education

New York University, College of Arts & Science
Bachelor's Degree

New York University, Continuing Studies

Certificate Program
Graphic Design

Parsons, The New School

Intensive Studies Program
Fashion Design



Things that make my heart pitter-patter...

Dogs, fashion, food & DIY