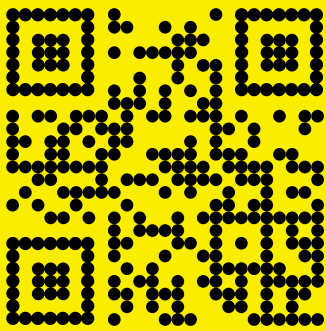


# HI, I'M JOANNA YANG



## ABOUT ME

I'm Joanna –an inquisitive UX designer passionate about delightful UI and user centric UX . I'm a collaborative problem solver and believe good designs should always be familiar, intuitive, and human.

### Phone

682.241.9728

### Email

Hello@JoannaYang.com

### Portfolio

JoannaYang.com

### Linkedin

[www.linkedin.com/in/joannayangpullig](http://www.linkedin.com/in/joannayangpullig)

## SKILLS

### DESIGN

UI Graphics • Illustration • Strategy  
Presentation • Persona • Storyboarding  
• Concept Sketches • Wire-framing  
• Rapid prototyping • Animation •

### RESEARCH

Interview • Empathy Mapping • Persona  
• User Journey Mapping • Competitive  
Analysis • Survey • Usability Testing

### TOOLS

Adobe Creative Suite • Adobe XD • Figma  
After Effect • Premier Pro

### CODING

HTML/CSS

## DESIGN EXPERIENCES

### UX DESIGNER

KODDI INC. | Fort Worth, TX | June 2022-Present

- Improved 3 user flows within first week on job to improve user success rate
- Implimented new UX design process in 4 weeks
- Conducted 8 user interviews and surveys within first week
- Collaborated with enterprise level clients for 6 usability testing sessions
- Created User Journey mapping to identify user pain points and opportunities
- Combed through 3 AdTech platforms and identified all UI inconsistencies and bugs
- Rapid prototyping with average lead time of <24 hours.

### UX CONSULTANT

SPACEE INC. | Dallas, TX | Mar 2022

- Conducted 5 users interview, 2 persona creation and empathy mapping sessions for new touch-less technology for post pandemic retail space.
- Performed 3 site visits and further analyze opportunities
- Utilized user journey mapping to identify user pain points
- Presented research finding and final design to client with 100% positive feedback.

### SR. GRAPHIC DESIGNER

KODDI INC. | DFW, TX | Oct 2019-Present

Created and managed all company external and internal facing materials. Designed website and landing pages. Conducted monthly brain storming sessions across teams.

### GRAPHIC DESIGNER

WholeFoods Market | Dallas, TX | 2014-2015

Upheld company internal and external facing brand standards and collaborated across team for best design solutions

## EDUCATION

### SOUTHERN METHODIST UNIVERSITY

User Experience Certificate Program  
Dallas, TX | Feb 2022- June 2022

### GLASGOW SCHOOL OF ART

Master in Design  
Glasgow, UK | 2015- 2017

### UNIVERSITY OF TEXAS AT ARLINGTON

Bachelors in Fine Arts  
Arlington, TX | 2004- 2008

## PROFESSIONAL GROUPS

DFW UX Meet up  
DFW Women that does UX  
AIGA Fort Worth Chapter  
Dallas Society of Visual Communicators

## LANGUAGES

English - Speak and Write  
Mandarin - Speak and Write

## OTHER EXPERIENCES

### MARKETING MANAGER

University of Texas at Arlington | Arlington, TX | December 2017- October 2019

### ADJUNCT PROFESSOR

Tarrant County and Navarro Colleges | TX | September 2017- December 2019