GINNY YAN

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EXPERIENCE

Freelance UX/UI Designer, Superior Branding Co.

August 2020 – Present · Remote

Led design initiatives for new client projects through strategy, ideation and deliverables
Unified design language across rebrands through implementing design systems and modular components
Strengthened design team by encouraging best practices and building out brand guidelines

Visual Designer, Mindbody

June 2019 – April 2020 · San Luis Obispo, California

Created brand consistency across all touch-points in the B2B and B2C wellness industry
Led and defined the design of new internal brands from ideation to launch
Ideated visual experiences and brand system for print collateral, web UI and event conferences
Partnered with stakeholders to deliver high-level concepts into thoughtful, visually impactful designs

UX/UI Designer, ANML

November 2015 – March 2019 · Los Gatos, California

Led visual design and user experience solutions for digital devices and platforms
Executed user research and usability testing to improve upon core functionalities for web and mobile
Worked with diverse brands to deliver innovative and functional digital and print experiences
Collaborated with designers and developers on ideation, wireframing, visual design and prototyping

Production Designer, BOND Creative

August 2014 – November 2015 · Hollywood, California

Created client presentation decks for theatrical and home entertainment marketing campaigns
Designed digital graphics for various platforms such as iTunes, Hulu and Amazon
Managed and made selects of client photo repositories for key art compositions
Collaborated with art directors to develop file templates and technical specifications

EDUCATION

Designlab

2014 – 2015

UX Interaction Design

California Polytechnic State University, San Luis Obispo

2009 – 2014

Bachelor of Science, Graphic Communication · Concentration in Management

SKILLS

UX Design	Adobe CC	HTML
Interaction Design	Figma	CSS
Visual Design	Sketch	Java
Prototyping	InVision	
Branding	Principle	