

MONICA YIP

Product Designer

CONTACT

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SKILLS

Design

UX/UI Design
Interaction Design
Responsive Design
Visual Design
Affinity Diagramming
Branding
Competitive Analysis
Empathy Mapping
Heuristic Analysis
Information Architecture
Interviewing
Persona Development
Product Roadmapping
Prototyping
Sketching
Storyboarding
User Flows and Task Flows
User Research and Testing
Wireframing

Tools

Sketch
Figma
Illustrator
InVision
Marvel
Zeplin

FEATURED PROJECTS

WORKSHOPS

UX/UI Designer

- Redesigned a local crafting class's site so that it is fully responsive for mobile and tablet views and reflective of its brand attributes

SPOTIFY

UX/UI Designer

- Designed a social feature addition to Spotify to help with user engagement and retention, utilizing existing design patterns to ensure seamless integration

SUSTAIN

UX/UI Designer

- Designed an app to help users manage food inventory and track food waste behaviors, empowering them to make lifestyle changes

WORK EXPERIENCE

NUA GROUP LLC

Consultant | July 2018 - May 2019

- Performed competitor analysis, actively researched industry trends to deliver new ideas and point solutions, and leveraged existing data to support stakeholder decision making
- Conducted usability audits and provided feedback on vendors' systems to help client ensure positive employee experience
- Attended meetings, collaborating with clients on project updates, direction, and strategy plans
- Designed and delivered infographics and presentations to help communicate strategic decisions and thinking to stakeholders
- Created open enrollment materials including announcements and guides to provide transparency to employees regarding executive team decisions

MERCER

Health & Benefits Consulting Associate | Jan 2015 - July 2018

- Served as main point of contact and project manager for clients' priorities and deliverables, collaborating closely with cross-functional departments
- Simplified complex concepts and presented solutions to drive stakeholder decision making, balancing clients' principles, expected ROI, feasibility, and employee experience
- Supported formation and execution of overall communications strategy, including creation and maintenance of benefits website and persona development through employee research and data

EDUCATION

DESIGNLAB UX ACADEMY

Certification, May - Sept 2019

- Completed 440+ hours of coursework to build foundation of user experience design process and participated in weekly design critiques

UNIVERSITY OF CALIFORNIA, IRVINE

BA in Public Health Policy, June 2012