VICKY LY
PRODUCT DESIGNER

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Education

UC San Diego
B.S. Human Computer Interaction - Dec 2020
Design Minor

Projects

Yelp Events Page
September 2019 - December 2019

Participated in an end to end project with three other team members to research, design, prototype and execute a new mobile Yelp Event screen to create a better user experience and visual design.

MobOut!
September 2019 - December 2019

Started a new app and created a prototype to bring idea to life. Testing the prototype on a team of 30+ people and finalized the app idea to be delivered to client.

Experience

UX Designer - The Guardian Newspaper
September 2019 - Present

Rebranded and created a new wireframe for The Guardian Newspaper, a student ran newspaper article at UC San Diego.

Communication Design - Sitecore SF
June 2019 - August 2019

Improved the design of collateral used for case studies at the content management company, Sitecore. Created 50+ copy for the case studies used and increase foot traffic by 10% on case study web page.

Graphic Designer - Trend
September 2019 - Present

Creating graphics for two issues of Trend, a student lead fashion magazine at UC San Diego. Makes collateral for marketing team to push on social media and increased two times the presence at events.

Digital Marketing & Web Analyst Intern - UCSD Alumni Department
November 2018 - Present

Continuously updating UC San Diego's alumni website with any tickets sent in by different departments. Creates event pages for the thousands of alumnus to register and attend.

Skills+Tools

Research, Sketching, Story boarding, Persona Building, Wireframing, Prototyping, A/B Testing, Interaction Design, Visual Design, Adobe Suite (Photoshop, Illustrator, Premiere, Aftereffects) Figma, Sketch, Invision