

LESLEY YING

PRODUCT & INTERACTION DESIGNER

WORK EXPERIENCE

PRODUCT DESIGNER | WALMART ECOMMERCE

Worked on One App’s basket and list-building experience, order fulfillment logic across native and rWeb; led the Store Map feature’s redesign of search, browse and wayfinding experience; designed an internal communication application for store associates in the Point-of-Sales team.

Aug 2018 - Present
San Francisco Bay Area, CA

PRODUCT DESIGNER | SIGNAL ZERO *Contract

Optimized Tap Rival’s mWeb eSports platform, streamlined and updated user experience with their new crypto-rewards cash out program, and onboarding flow.

Feb 2018 - Jun 2018
San Francisco Bay Area, CA

UX UI DESIGNER | AWAKE *Contract

Responsible for ideating and executing visual, UI designs for various customer and associate-facing native app experiences. Clients include the Kering Group, Puma and Les Mills.

Jul 2017 - Feb 2018
San Francisco Bay Area, CA

UX UI DESIGNER | VIMCHAT *Contract

Led the end-to-end design of a customer support software application from research to production, and collaborated closely with engineers and stakeholders in creating a viable and scalable product.

Mar 2017 - July 2017
San Francisco Bay Area, CA

UX UI DESIGNER | SIGNAL ZERO *Contract

Created the startup’s internal administrative dashboard featuring device metrics and user profiles, to help developers and product managers track data trends and user activities on their platform.

Mar - Jul 2016
San Francisco Bay Area, CA

EDUCATION

USER EXPERIENCE DESIGN | GENERAL ASSEMBLY

Learned real world User Experience Design practices and Design Thinking techniques from industry leaders. The course covered the full UX vocabulary from research, iteration, user testing to final prototyping.

Mar - May 2015
San Francisco , CA

(M.A.) FASHION ECOMMERCE | ISTITUTO MARANGONI

A six month degree program in Milan, Italy. Learning about the key concepts, and practices of top fashion eCommerce companies, including an internship opportunity with Yoox.com.

Oct 2010 - Jun 2011
Milan, Italy

(B.A.) FASHION DESIGN | AICP - IFA PARIS

Fashion Design and Technology with an emphasis on the classical haute couture technique, fashion draping and pattern-making that is practiced by luxury fashion houses till this day.

Oct 2005 - Jul 2008
Paris, France

TECHNICAL SKILLS

👁️ VISUAL DESIGN

Sketch

Illustrator

Photoshop

💻 PROTOTYPING

Figma

Principle

Invision

📐 WIRE-FRAMING

Omnigraffle

<> CODING

HTML / CSS

🔍 RESEARCH

Market Research

User Interviews

Stakeholder Interviews

Heuristic Analysis

Competitive Analysis

Persona Development

Data Analysis

Affinity Mapping

Card Sorting

Usability Testing

CONTACT

✉️ EMAIL
lesley28@gmail.com

📞 MOBILE
+1 415 741 9893

📁 PORTFOLIO
www.lesleyying.com