

# JACKIE YU

UX, UI, + VISUAL DESIGNER

Iterative designer with a passion for data, accessibility, and color

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## SKILLS

### UX AND PROTOTYPING

XD  
Figma

### GRAPHIC + MEDIA DESIGN

Illustrator  
Photoshop  
InDesign  
Lightroom  
Premier Pro  
After Effects  
Logo Design  
Branding  
Typography  
Game Design

### MICROSOFT OFFICE

Word  
PowerPoint  
Excel

### DATA VISUALIZATION

Power BI  
Tableau

### PROGRAMMING + WEB

Java  
Python  
HTML  
CSS

## EDUCATION

### B.S. in Human Centered Design and Engineering

University of Washington  
Class of 2018

## EXPERIENCE

### UX/UI DESIGNER AT MAQ SOFTWARE

Redmond, WA | Nov 2018 – Current

- Created responsive web applications, company portals, chatbots, and interactive report dashboards for multiple Fortune 500 companies
- Coordinated with developers, data scientists, project managers, and client stakeholders to define project scope, business needs, user base, and pain points
- Customized digital products based on client needs using an iterative Agile process that includes wireframes, mockups, and high-fidelity prototypes
- Developed and updated design systems and style guides for different client projects, improving project consistency and efficiency
- Advised customers on web accessibility, usability, and data visualization best practices
- Designed and deployed online assets for our associated non-profit branch, the Excellence Initiative, including logo, color palette, and website landing pages

### FREELANCE DESIGNER

Various | 2013 – Current

- Continually research current trends and products to deliver appealing, industry-informed designs
- Created six brand logos and related assets for clients in retail, brand strategy, and personal branding based on outlined needs, implement feedback when needed
- Designed assets for a variety of media types, including print magazines, advertising collateral, posters, web displays, and CD disks and cases

### PROJECT MANAGER AND DESIGNER FOR MY PUBLIC ART PORTAL

Washington State Arts Commission (ArtsWA), Undergraduate Capstone  
Seattle, WA | Jan 2018 – June 2018

- Led a four-person team to deliver quality designs within the established project timeline
- Gathered research materials to define project needs, conducting a competitive analysis and running a heuristic evaluation
- Redesigned ArtsWA's art catalog page to improve the discoverability and searchability of pieces for both educators and locals
- Iteratively designed wireframes for use in a medium-fidelity prototype
- Evaluated the viability of the final product through usability testing