



Tyler Yong

UX/UI Designer

Contact

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Education

July 2022-

Springboard UI/UX
Design Certificate

December 2021

BBA in Marketing
Management Cum Laude
CUNY Baruch

Skills

Interaction

User Research
Wireframing
Prototyping
User Flows

Visual

Illustration
Drawing
Sketching
Video-editing
Photo-editing

Software

Adobe Suite
Figma
Miro
Mural
Microsoft Suite

About

An open minded and highly motivated UX designer with a background in marketing management, now transitioning into the dynamic world of UX design. Currently enrolled in an intensive bootcamp, acquiring new skills while problem solving. Passionate about crafting user-centric digital products that combine artistic flair, marketing insights, and innovation. Seeking opportunities to collaborate with forward-thinking teams and bring my unique set of skills to the forefront of impactful design projects.

Projects

Oss Mobile | *Mobile Application*

June 2023

Developed a mobile application for Brazilian Jiu-Jitsu, aimed to help athletes reach peak performance. Actively involved in all stages of the design process—from user research, testing, and interviews to prototyping. Utilized empathy maps, personas, and other crucial elements to gather valuable user insights.

House2Home | *Website*

July 2023

Engaged in a dynamic five-day design sprint alongside BitesizeUX, dedicated to crafting a House2Home website. Leveraged user research to develop prototypes, storyboards, and sketches. Seamlessly integrating both UX and UI design, the sprint underscored the importance of effective time management and operational efficiency.

X-Culture Project | *Student*

May 2021

Successfully fostered global collaboration and provided business consulting for a diverse team of seven students. Demonstrating remarkable competition success against 5,000 MBA and business students from 78 countries. Obtained expertise in international communication and collaboration.

Google Advertisement | *KinderCare*

May 2021

Proficiently designed Google Ads and Google Analytics display ads with SEO, keyword research, and KPI analysis. Led a 6-member team in an international competition, fostering effective communication and teamwork. Created comprehensive reports and PowerPoint presentations using Microsoft Office Suite for display ad campaigns.

Experiences

Kung Fu Tea | *Manager*

Mar 2020

Experienced in mentoring new employees for optimal engagement and workflow productivity. Proficiently managed daily inventory, sales transactions, and cash drawers up to \$1500. Versed in all aspects of operations, including kitchen work, cashier duties, and beverage preparation.