

Odette Yeh

UX Designer

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SUMMARY

Imaginative graphic designer with a bachelor's degree in communication design and a diploma in UX design, specialized in creating graphics, illustrations, user research, storyboarding, persona creation and prototypes. Experienced in collaborative teamwork and thriving in self-directed environments.

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe AfterEffects
Microsoft Office
Google Suite
Canva
Figma
HTML/CSS
Web Design
Wordpress
User Research
Heuristic Research
Storyboarding
Task-flow Creation
Persona Creation
Wireframe Creation

EXPERIENCE

Graphic Designer | Freelance

2015 - Current

- Consulted with clients to understand their requirements and delivered tailored visual solutions, resulting in increased client satisfaction.
- Collaborated with professional animators and illustrators on various projects, enhancing visual storytelling capabilities.

Graphic Designer | SFU Taiwanese Association

2015 - 2020

- Demonstrated proficiency in Adobe Suite, creating graphics for promotional posters, flyers, apparels, videos, social media posts, and annual publications.
- Collaborated closely with team members to ensure cohesive graphic design, visual representation, and effective communication of the club's existing brand visual and values.

E-commerce Manager | [stale.cupcakes](#)

2021 - Current

- Founded an e-commerce storefront on eBay, achieved top-rated seller status, maintaining monthly impressions of 100k-200k, 0% return rate, and a 100% positive feedback rating.
- Captured and edited visually appealing photographs of sale items, and designed promotional graphics resulting in a 50% increase in sales.

EDUCATION

BrainStation | Diploma, User Experience Design

2022, VANCOUVER, CA

Emily Carr University | Bachelors in Communication Design

2015 - 2019, VANCOUVER, BC

PROJECTS

Graphic/UX Design | [Purrfect](#)

DEC 2022, iOS Pet Wellness Mobile App

- Conducted 10 user interviews with local community pet owners to pinpoint prevalent challenges and pain points faced by pet owners.
- Result: Led the creation of a comprehensive prototype, UI library, responsive product website, and brand identity for Purrfect, an innovative pet wellness journaling app, aimed at addressing the identified challenges and enhancing the user experience.

UX Design/Research | [Zara Heuristic Evaluation & Redesign](#)

NOV 2022, BrainStation

- Collaborated in a team of three in conducting a heuristic evaluation and redesign of Zara's app, targeting a 20% increase in sales.
- Evaluated the existing app against Nielsen Norman's heuristic principles, and proposed design revisions to address usability issues.