

Ryan Yao

Product Designer

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Summary

I'm a product designer who specializes in prototyping and UI design. My experience in front end development allows me to communicate my design with developers from their perspective. I'm looking for a new opportunity in a cross-functional product team where the user's perspective is valued and the design process is a trusted tool to deliver exceptional products.

Experience

Product Designer

May 2018 – Current Vancouver, BC

Richway New Media Technology

- Worked as the solo designer to design and build new features for a SaaS product, while maintaining its style guide. Which led to increased paid customers.
- Designed, developed, and shipped many websites, including two online marketplace websites.
- Designed marketing and branding materials for both clients and our company
- Crafted websites content with the copywriter

Tools used: HTML, CSS, JS, Sketch, Figma, Illustrator, InDesign, Photoshop, After Effects, Principle, InVision, React, Vue.js, Trello, Jira, BitBucket, Webflow

Web Designer

Aug 2017 – Nov 2017 Vancouver, BC

Cucumber Marketing

- Designed and shipped marketing websites for a variety of clients, which led to increased product sales and lead generation.
- Designed social media marketing materials for both clients and Cucumber Marketing, including Instagram Stories, Instagram post, Facebook Cover.

Tools Used: Sketch, Adobe XD, Photoshop, Illustrator, InDesign, After Effects, InVision

UX/UI Designer Co-op

Jan 2017 – Apr 2017 Vancouver, BC

Emily Carr University of Art and Design

- Helped a local start-up to redesign their web map analytics with Sketch and InVision

UX/UI Designer Co-op **Emily Carr University of Art and Design**

May 2016 – Aug 2016 Vancouver, BC

- Redesigned the new student portal site based on the needs of stakeholders in Sketch
- Implement the new design into the live site with HTML/CSS

Education

Bachelor of Design in Interaction Design

Emily Carr University of Art and Design

2013-2017 Vancouver, BC

Side Projects

COVID-19 Update Dashboard

A dashboard to track the current status of COVID-19

<https://covidupdate.world>

Designer Slack Communities

A collection of Slack communities for designers around the world.

<https://designerslack.community>

Achievements

Best Use of Sketch

Eduhacks Hackathon 2017

As Seen on Bestfolios

<https://www.bestfolios.com/portfolio/ryanyao>