



PATTY YAU

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<http://pattyyau.com/portfolio>

TECHNOLOGIES

Tools: HTML/CSS, SASS + BEM, Grunt, Kendo UI, jQuery, Adobe Suite (Photoshop, XD, Illustrator), Invision, D3.js, node.js, Python, Liquid (Jekyll), Django, PHP

Platforms: ASP.NET MVC, ASP.NET Web Forms, Bootstrap, Shopify, nopCommerce, Wordpress, Microsoft SharePoint

Skills: Responsive, mobile-first, progressive enhancement, Git version control, self-directed and group-oriented, quick learner, Agile methodology

A UX Developer passionate about accessibility, usability, and semantic & maintainable code.

WORK EXPERIENCE

Online Trading Academy

Feb 2013–Mar 2020

Lead UI/UX Developer

Irvine, CA

- Designed and developed multiple public website campaign overhauls from start to finish
 - Transformed business objectives into wireframes, user flows, front-end development, QA testing, and A/B testing
 - Ran multiple performance and usability audits and improved Google Audit performance score from 27% to 96%. Improved SEO, IA, accessibility, and other coding best practices
- Implemented Grunt into build process, trained team on SASS migration, created a custom responsive and mobile-first front-end framework, and maintained a design language style guide for all web and branding efforts
- Designed all screens of a cross-platform mobile app and coordinated multiple releases with mobile developer
 - Used Invision to showcase clickable prototypes before development
- Collaborated with cross-silo team members and external agency as UX consultant on the development of a custom web-based trading platform
- Designed and developed a custom landing page CMS to facilitate Agile marketing campaigns independent of weekly website builds
- Identified and implemented technical solutions for business obstacles, and explained the functionality and value to non-technical audiences

- Designed and developed a student dashboard and multiple proprietary tools, eCommerce stores using Shopify and nopCommerce, MVC Forum, Evoq intranet (DotNetNuke), email templates for Marketing Cloud and testing on Email on Acid

Freelance UX Consultant & Designer-Developer 2012–16

American Advisors Group *Irvine, CA*

- Reviewed usability and information architecture of website and provided recommendations based on best practices
- Created custom Microsoft SharePoint intranet template for existing apps

JournPix *Phoenix, AZ*

- Created and developed product website, logo branding, and mobile app concept for a photo gallery for journalists

National Center on Disability and Journalism *Phoenix, AZ*

- Designed and coded custom Wordpress template and created logo branding

National Center for Business Journalism *Phoenix, AZ*

- Redesigned training section to be responsive. Built with Bootstrap

Carnegie-Knight News21 *Phoenix, AZ*

- Worked closely with back-end developer and journalists to build a responsive Django website template for a national reporting initiative.

New Media Innovation Lab, ASU 2012

Graphic Designer *Phoenix, AZ*

- Designed UI for iOS/Android apps, identity branding, 2D animation. Clients included Arizona Republic and AZ Parks Service.

EDUCATION

Arizona State University 2008–12

- B.F.A. *summa cum laude*, Intermedia (Animation)
- Certificate in Computer Gaming development
- Barrett Honors College, National Merit Scholar, Dean's List

CERTIFICATION

- Dale Carnegie leadership training for managers

SKILLS AND INTERESTS

- Fluent in Mandarin, basic conversational knowledge of Japanese
- Assembling kits, shoestring traveling, drawing, motorcycles, animals of all shapes and sizes, Tolkien, and fine puns