

Ginny Yang



A UX Researcher/Designer
with front-end skills and UX consultant abilities

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Delft, The Netherlands

I am a structural thinker who has passion for co-design and data-driven design. Believing people are the expert of their experience and expertise, I like to facilitate sessions and co-design with people. Trusting data more than intuition, I evaluate and optimise what I design with people and analytics tools and provide insights and strategies for clients.

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EXPERIENCE

Spring 2019 | The Netherlands

KLM Royal Dutch Airlines - Service Design Graduation

- + Mapped employee leave-taking experience for KLM
- + Created leave-taking design toolkit for decision makers
- + Designed Manager Dashboard

Spring 2017 | Taiwan

Parsec Design Studio - Product Designer

- + Designed half wood half leather stationeries
- + Assisted with marketing, workshop and exhibitions

2014 - 2016 | Taiwan

Somer CO. - Co-founder & UI/UX Designer

- + Designed a social media mobile app with 100,000+ downloads
- + Sponsored to be trained in Silicon Valley
- + Awarded with "Startup Potential" prize with USD 21,000

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EDUCATION

2017 - 2019 | Netherlands

Delft University of Technology (TU Delft)

MSc Integrated Product Design

- + Focused on Service and UX Design and Design Research
- + Graduation thesis: The future of leave-taking - design for leave-taking experience in an aviation context

2011 - 2015 | Taiwan

National Taiwan University (NTU)

BSc Mechanical Engineering

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SKILL

Design Methods & Skills
Creative Problem Solving
Creative Facilitation
Context-mapping
Scrum Design Process
User Journeys & Persona
Storyboarding

Design Softwares
Adobe Creative Suite
Sketch
Invision
Framer
Google Analytics
Hotjar

Front-end Skills
Responsive Web Design
HTML
CSS, Bootstrap
Javascript, jQuery, React.js
Git & Github
Web API
PHP, SQL

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LANGUAGE

English Professional working proficiency
Dutch Elementary proficiency (A2)
Mandarin Native