


HELLO, MY NAME IS **ANN YEH**

design@annyeh.com 

www.annyeh.com 

415-999-3994 

SUMMARY

Entrepreneurship

- Recognizes business opportunities
- Develops strategy, drive and persistence
- Reinvention through design

Problem solver

- Customer-centered innovation
- Goal oriented, data-driven and ROI-focused
- End-to-end product experience

Needle mover

- Top producer in the company
- Proven performance metrics
- Leader, from design through execution

Team builder

- Provides leadership, motivation and constructive feedback/critique
- Strong advocate of Agile project management process: Certified ScrumMaster
- Design and promote UX design pattern to vertical groups

WORK EXPERIENCE

PRINCIPAL PRODUCT DESIGNER

Wish / April 2018-Present

- Lead the design team, drive user research effort to valid concepts, pain points, and usability flows
- Pitch search feature ideas and get buy-in from upper managers to team members with qualitative and quantitative data
- Partner with machine learning engineers to establish a baseline and provide user feedback to secure the output quality

PRINCIPAL PRODUCT DESIGNER

NerdWallet / May 2016-December, 2017

- Design lead for consumer debt management, personal loan and credit scores
- Lead and implement product design and user flow: Shipped 24 releases in last 6 months

- Lead user research for insights, behavior patterns, idea validations and usability
- Optimize user flows to accelerate revenue growth and user retention
- Design partnership with PMs and stakeholders to shape roadmaps and strategies
- Cold call visits to certified financial advisers to define pain points, goals and solutions
- Leverage lean experience map to gauge the product market fit
- Apply lean startup and design thinking as a strategy for innovation
- Mentor in women's mentorship program in support of the empowerment of others
- Lead Sketch Storm and Innovation Jam with cross-functional teams

Achievement

- 1000-plus basis point increase on click-through rate with annual 250% revenue growths
- Highest member acquisition rate among all vertical groups
- Produced replicable design frameworks adapted by six verticals
- Singled out by CEO in developing a ship-fast and test-fast culture within the company
- Built close-knit relationship with engineers

SENIOR PRODUCT DESIGNER

Mint.com / April 2012-May 2016

- Visual and interaction design on Mint iOS/Android and web app (Top Fintech product)
- Developed features to reduce 30-60-90 days drop off and improved user engagement
- Extended product offerings beyond consumers to small business users
- Lead new paradigm shift products to expand Mint customer base
- Leverage Lean Experience Map to validate ideas
- Conduct user research to find behavior patterns
- Rapid prototypes for "next big thing" projects
- iOS product rebranding
- Lead brainstorming sessions to gather feedback from collaborative teams

Awards

- Mint Wins Webby People's Voice Award
- Hackathon winner for the Mint budget with 1-to-1 presentation to CEO and CTO (best idea for Apple Watch)

UX/UI CONSULTANT

2009-Present

- Worked with CEOs and startups to productize and define overall product experience
- Created UX flows, wireframes and prototypes for the apps

Awards

- Webby Awards honoree in real estate category

SENIOR INTERACTIVE & UI DESIGNER

Walmart.com / September 2007-March 2012

- Responsible for end-to-end experience for micro sites
- Lead designer on major seasonal campaigns
- Developed templates and style guides for Walmart.com
- Photo art director for merchandise
- Style guide design for e-commerce

UX/UI DESIGNER

Red Herring / March 2005-April 2007

- Developed conference sites, from conception to completion
- Coded web pages in HTML and CSS
- Created Flash animation
- Designed visualization for conference brochures and on-site materials, from start to printouts

EDUCATION

Academy of art university

Bachelor of Fine Arts, emphasis in Computer Arts & New Media
