

# Rochelle Yee

## UX Designer | San Francisco, CA

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I am a UX Designer who is passionate about helping others accomplish their goals through impeccable user-centered products and connecting people to much needed resources. With 4+ years of experience collaborating with cross-functional stakeholders, I proactively approach problem solving by anticipating needs and opportunities leveraging my innate curiosity, empathy and advocacy.

### Projects

#### Project and Research Lead | Hilmi | Web Application

Spearheaded research plans consisting of competitive analysis, secondary research, user interviews, and synthesizing findings to ideate an AI based web application for fashion designers. Additionally led cross-functional team of four to design a high-fidelity prototype, ensuring product delivery within set timeline.

#### Research Lead | Dupage Dietitians | Web Application

Developed research plan involving screener survey design and secondary research to gather quantitative and qualitative data regarding real life experiences in health management with digital tools. Crafted user interview questions to support design decisions resolving user pain points resulting in a tested high-fidelity prototype.

#### Lead Designer | Kinder Haus Toys | E-Commerce Website

Conducted heuristic evaluation, competitive analysis, card sorting, tree jack tests and 5 usability tests to assess the success rate of users purchasing children's products. A research-based sitemap and prototype was ideated along with additional testing and iterations to demonstrate successful user flows.

### Experiences

#### Lead Designer, Freelance | Poshmark | San Francisco, CA | 03/2024 - Present

Ideate and execute design decisions following research synthesis findings regarding casual seller pain points. Lead sketching and wireframing for usability tests before iterating on designs for high-fidelity prototype to present to client.

#### Customer Experience Advocate | Trader Joe's | San Francisco, CA | 09/2022 - Present

Design displays to guide users toward a feature product selections, increasing sales by 5%. In addition, cultivate client relationships, increase stakeholder satisfaction by presenting new and existing products, ideate user experience flows, and conduct user satisfaction research to optimize product placement strategy.

#### Entertainment Publicist | Cashmere Agency | Remote | 09/2021 - 09/2022

Brainstormed and executed strategic campaigns across digital and traditional media products, elevating user interaction with assets by 30%. Researched and documented client successes on campaign sprints that sought to address and resolve market gaps. Facilitated 50+ high profile user interviews weekly, driving 1M+ Unique Monthly Visitors to various publication mediums. Built and nurtured positive stakeholder relationships by seeking to resolve user pain points, enhancing overall box office successes of Universal Studios' Nope (Box Office Growth: \$123,277,080) and Beast (\$31,846,530)

#### Film/Content Coordinator | ID Public Relations | Los Angeles, CA | 10/2018 - 08/2021 Film Assistant

Presented market research-based solutions to clients, increasing sales and viewership for film/TV campaigns. Planned and executed end-to-end experience for high profile stakeholders, focusing on optimized travel logistics. Strategized asset placement across platforms to generate increased visibility on products using brand consistency.

### Education

2024 User Experience  
Immersive  
Certification  
General Assembly

2018 Bachelor of Arts  
in Communication,  
Minor in History  
University of  
California, Los  
Angeles

### Skills

UX Design  
WCAG/ADA, Data  
Visualization,  
Documentation,  
Design Sprints,  
Information  
Architecture, Journey  
Mapping, Personas,  
Prototyping, Sketching,  
User Flows,  
Wireframing

UX Research  
Affinity and Empathy  
Mapping, Card  
Sorting, Competitive  
Analysis, User  
Interviews, Heuristics  
Evaluation

Tools  
Balsamiq, Figma,  
Miro, Optimal  
Workshop