

Rochelle Yee

UX Designer



San Francisco, CA



rochelleyeeux.com



rochelle.yee3665@gmail.com



in/rochelle-yee



510-779-8184

UX Designer with an entertainment publicity background - formerly pitching for coverage and now pitching for research based design solutions that enhance product satisfaction. With 4+ years of experience collaborating with cross-functional teams, I leverage my curiosity, empathy and strategic thinking to uncover valuable user insights and deliver impactful experiences.

Experiences

UX Designer | kick back space | Remote | 06/2024 - Present

Ideate and prototype spatial design solutions based on existing user research synthesis and comparative analysis. Lead usability testing and design iterations, increasing user satisfaction with new features by 75%. Collaborate with engineering and other cross functional stakeholders, providing extensive annotations for product designs prior to shipping and increasing team efficiency by 35%.

UX Designer, Freelance | Timeless Auto Body | Remote | 05/2024 - Present

Conduct research through 5 usability tests, card sorting and competitive analysis to inform design decisions that drive 20% increase in appointment bookings. Lead design through sketching, wireframing and prototyping to redesign website resulting in 50% increase in site traffic.

UX Designer, Freelance | Poshmark | Remote | 03/2024 - 06/2024

Ideated and executed 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.

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 by 30%. 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.

Projects

Project Manger and UX Researcher | 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.

UX Researcher | 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.

UX 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. Ideated a research-based sitemap and prototype. Executed additional testing and iterations to demonstrate successful user flows in this website redesign.

Skills

UX Design

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

UX Research

A/B Testing, Affinity and Empathy Mapping, Card Sorting, Competitive Analysis, User Interviews, Heuristics Evaluation

Tools

Airtable, Balsamiq, Figma, Google Workspace, Microsoft Office Suite, Miro, Notion, Optimal Workshop, WordPress

Education

2024 User Experience Design Immersive Certification
General Assembly

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