

ROCHELLE YEE

UX Designer

510.779.8184 · rochelle.yee3665@gmail.com · San Francisco, CA · rochelleyeeux.com · in/rochelle-yee

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. Through my 4+ years of experience in collaborating with cross-functional stakeholders to reach a common goal, I proactively approach problem solving by anticipating needs and opportunities leveraging my innate curiosity, empathy and advocacy. Most recently, my work led to a 5% increase in product revenue during my tenure as a Customer Experience Advocate.

SKILLS

UX Design | Accessibility, Data Visualization, Design Documentation, Design Sprints, Information Architecture, Journey Mapping, Persona Creation, Problem-Solving, Prototyping, Sketching, User Flows, User Journey Mapping, Wireframing
UX Research | Affinity Diagrams, Card Sorting, Comparative/Competitive Analysis, User Feedback Analysis, User Interviews, Usability Heuristics, Survey Design, Prototype Testing, Persona Development
Tools | Balsamiq, Figma, FigJam, Miro, Optimal Workshop

RELEVANT EXPERIENCE

General Assembly | UX Design Fellow | Remote 12/2023 - 03/2024

Full-time immersive program in UX/UI design consisting of 480+ hours of study, practice, professional training, and mentorship.

Co-Project Lead/Co-Research Lead | Hilmi | Web Application Design

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

Lead Student Designer | Kinder Haus Toys | E-commerce Website Redesign

- Conducted heuristic analysis, comparative analysis, card sorting, tree jack tests and 5 usability tests to gauge how successful the e-commerce site is for users to purchase children's products
- Ideated a research-based site map and mid-fidelity 3 frame prototype using Figma, supported by additional testing and iterations to demonstrate successful user flows of purchasing children's toys

Lead Student Designer | ElevAsian | Asian American Entertainment Hub Phone Application

- Developed low-fidelity 11-screen prototype using Balsamiq following feedback based on ten user interviews regarding the underrepresentation of Asian Americans in film/television
- Executed user experience design sprint rapid prototyping by implementing data visualization via affinity diagrams to identify the problem space before sketching and designing user flows to resolve the issue

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

- Design and build displays to guide users toward feature product selections, increasing sales by 5%
- Cultivate strong client relationships and increasing 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 03/2021 - 08/2021

Film Assistant 10/2018 - 03/2021

- Presented market research based solution strategies to clients, increasing sales and viewership for film/TV campaigns
- Planned and executed end-to-end experience for high profile stakeholders, with a focus on optimizing travel logistics
- Strategized asset placement across platforms to generate increased visibility on products using brand consistency
- Managed new cross-functional partners to resolve team problems, increasing team efficiency by 50%

EDUCATION

GENERAL ASSEMBLY | User Experience Immersive Certification 12/2023 - 03/2024

UNIVERSITY OF CALIFORNIA, LOS ANGELES | Bachelor of Arts Communication | Minor: History 10/2014 - 03/2018