

Rochelle Yee

UX Designer

📍 San Francisco, CA

🔗 rochelleyeeux.com

✉ rochelle.yee3665@gmail.com

🌐 in/rochelle-yee

☎ 510-779-8184

UX Designer with 1+ year of experience in B2C & B2B products along with 4+ years experience in film/television publicity. I leverage my project management and UX skills to establish product strategy and deliver user centric designs.

Experiences

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

Designing an appointment booking framework on a B2C product with verified credibility that guides user decision-making through visual hierarchy, by including imagery and call-to-action buttons, driving a 5% increase in appointment bookings. Conducting card sorting exercises to improve information architecture by optimizing the navigation framework.

UX Designer, Intern | kick back space | Remote | 06/2024 - 01/2025

Designed a feature for a B2B product that allowed focused virtual group interaction dependent on user proximity and confirmation modals, resulting in a 25% increase in conversation efficiency. Accelerated handoffs through cross-functional collaboration with engineering and customer success teams, delivering annotated flowcharts and design specifications that optimized sprint processes.

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

Led the design of a capability for users on a B2C application to learn tasks through gamification, for example by tracking progress of tasks with weekly goals and badge rewards, boosting user satisfaction by 30%.

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

Executed strategic campaigns to resolve market gaps by facilitating 50+ high profile user interviews and nurturing positive stakeholder relations to achieve overall box office successes of Universal Studios' Nope (Box Office Growth: \$123,277,080) and Beast (\$31,846,530).

Film/Content Coordinator | IDPR | Los Angeles, CA | 10/2018 - 08/2021

Increased visibility to film/TV products by streamlining pitch efforts to viable target audiences and planning end-to-end experiences for high profile stakeholders, optimizing system logistics by 30%.

Projects

Hilmi | AI Based 2D-Modeling | Fashion

[Click here for case study](#)

Dupage Dietitians | Wellness Management | Healthcare

[Click here for case study](#)

Kinder Haus Toys | E-Commerce Redesign | Retail

[Click here for case study](#)

Skills

UX Design

ADA/WCAG, Data Visualization, Design Sprints, Design System, Documentation, 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, Heuristics Evaluation, User Interviews

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