

# Ginny Yang



## A UX Designer

I am a structural thinker who has passion for people, data and business. I facilitate sessions and co-design with stakeholders during my research and design process, optimise the designs with people and analytics tools and generate insights for business and strategies. I can also carry out front-end development tasks.

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Delft, The Netherlands

## EXPERIENCE

2021 - | Taiwan

### MSD (Merck & Co.) - UX Designer

Spring 2019 | The Netherlands

### KLM Royal Dutch Airlines - Service Design Graduation

- + Mapped employee leave-taking experience
- + Facilitated creative sessions and created Design Toolkit for decision makers
- + Designed Manager Dashboard with and for managers

2014 - 2016 | Taiwan

### Somer CO. - Co-founder & UI/UX Designer

- + Designed a social media mobile app with 100,000+ downloads in three months
- + Sponsored by government to be trained in Silicon Valley
- + Awarded with "Startup Potential" prize with USD 21,000

## EDUCATION

2017 - 2019 | Netherlands

### Delft University of Technology (TU Delft)

#### MSc Integrated Product Design

- + Focused on design research methodologies
- + Graduation thesis: The future of leave-taking - design for leave-taking experience in an aviation context

2011 - 2015 | Taiwan

### National Taiwan University (NTU)

#### BSc Mechanical Engineering

- + Learned how to identify and solve problems by applying principles of engineering, science and mathematics

## SKILL

Design Methods & Skills  
Creative Problem Solving  
Creative Facilitation  
Context-mapping  
Scrum Design Process  
User Journeys & Persona  
Storyboarding

Design Softwares  
Adobe Creative Suite  
Sketch  
Invision  
Framer  
Google Analytics  
Hotjar

Front-end Skills  
Responsive Web Design  
HTML  
CSS, Bootstrap  
Javascript, jQuery, React.js  
Git & Github  
Web API, SQL

## LANGUAGE

English Professional working proficiency  
Dutch Elementary proficiency (A2)  
Mandarin Native