**Kasey Yang**

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**EDUCATION**

**University of Michigan**

**School of Information**

Ann Arbor, MI | May 2021

B.S. Information, UX Design

Minor, Computer Science

*Major GPA: 3.91 | GPA: 3.26*

University Honors: Fall 2018, Winter 2019

**RELEVANT COURSEWORK**

Programming and Data Structures

Data-Oriented Programming

Web Dev., Design, and Accessibility

Graphic Design

Information Environments and Work

Calculus I, II, III

Discrete Math

**SKILLS**

|  |  |
| --- | --- |
| **Programming**PythonHTML/CSSC++SQL | **Design**IllustratorInVisionXDSketch |
| **UX Methods**WireframingUser ResearchHeuristic EvaluationUsability Testing | **Language**EnglishMandarinSpanish |

**EXPERIENCE**

**Center for Ethics, Society, and Computing** — Web Designer

May 2019 – Present Ann Arbor, MI

* Utilized WordPress and custom HTML/CSS to develop an interactive and dynamic website for a research collective focused on inclusive approaches to computing
* Collaborated and regularly communicated with the Director and Associate Director of the center to ensure that usability needs were met, and the site content was relevant and useful

**optiMize** — Creative Team Staff

May 2019 – Present Ann Arbor, MI

* Provided support for 36 student-led entrepreneurship teams at the University of Michigan by designing and developing logos and UX mockups to aid teams in brand identity
* Devised a strategy for maintaining and updating the optiMize website by editing content and developing a workflow hierarchy, increasing site visits by 20%
* Lead a creative team of ten working on projects such a photography, storytelling, and marketing, increasing project submission growth by 70% in one year

**PROJECTS**

**VIM Calendar** — UX Consultant, Client Project

August 2019 – Present San Francisco, CA

Worked with a Y Combinator funded start-up creating an online calendar with greater accessibility and keyboard shortcuts. Performed usability testing and a heuristic evaluation of an existing site and created screen mockups for further use by the team.

**FODMAPPA** — Course Project

November 2018 Ann Arbor, MI

Developed wireframes, a logo, brand identity, and high-fidelity mockups for a prototype of an app that connects people suffering from IBS.

**LEADERSHIP & ENGAGEMENT**

**optiMize** — Storytelling and Design Lead (2018-19)

**Alpha Chi Sigma Professional Fraternity** — Member

**alpha Kappa Delta Phi Multicultural Sorority** — Publicity chair