

# ANGIE B. YOO

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## LINKS

 [angieyoo.com](http://angieyoo.com)  
 [linkedin.com/in/yooangie](https://www.linkedin.com/in/yooangie)

## CONTACT

**Vancouver, Canada**  
t: 604-505-7507 | e: [hello@angieyoo.com](mailto:hello@angieyoo.com) | w: [angieyoo.com](http://angieyoo.com)

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## PROFESSIONAL PROFILE

A seasoned UX/UI practitioner with 10 years of experience in both product design and agency projects. Majored in Interaction design, after 2 years of Computer science. Entrepreneur and an educator.

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## WORK EXPERIENCE

### Other.ly

October 2016 - current

#### Lead Interaction/UI Designer

Created all UI designs for mobile and web application for Other.ly in Sketch. Created prototypes in Invision, and improved on UX with the other UX designer on the team (pair-design). Created overall branding for the application and maintained a style guide for product and brand. Worked with front-end developers to ensure the staging version is in line with the design.

### Iconic State Digital Agency

2011 - current

#### Director of User Experience

Co-founded and ran a boutique digital agency. Oversaw all user experience projects for B2C clients for a variety of sectors including education, food, professional associations and tourism. Collaborated with the technical team to bring projects from idea to launch. Communicated design decisions and reasonings to key stakeholders to direct overall strategy. Executed multiple projects simultaneously. Created process flows, wireframes, visual mockups and prototypes to communicate design decisions. Also project managed to keep track of timelines and to stay within budget, and communicated status to clients. Collaborated on project acquisition activities, including bidding on RFPs, presentations, networking, and sales.

### BCIT

2013 - 2014

#### Instructor (Part-time)

Developed the curriculum and all teaching materials for Storytelling for Marketing course for School of Business. Taught, mentored and graded students.

### Contractual.ly (freelance)

2010 - 2011

#### UI Designer

Developed UI designs for a web application that helps users sign contracts electronically. Also worked on front-end development using CSS, HTML, and Twitter Bootstrap. Utilized Git for version control.

### Usability Counts (freelance)

2010 - 2011

#### Information Designer

Developed wireframes according to project brief, and created visual prototypes to present effective solutions for clients of Usability Counts.

### Red Frog Web Solutions

2008 - 2009

#### Web & Graphic Designer/Developer

Designed and developed websites in XHTML, PHP, CSS & Javascript for different clients. Created logos, stationary, print ads. Managed all maintenance work for multiple websites. Designed and hand coded eNewsletters. Dealt with clients directly with friendly and professional manner. Designed and developed websites in XHTML, PHP, CSS & Javascript for different clients.

### EQO Communications

2007 - 2008

#### Web Interface Designer/Developer

Designed mock-ups for mobile app and developed front-end pages with PHP, TPL & CSS. In charge of creating all graphic assets for web and the application. Handled A&B testing with Google Analytics. Produced flash animations, created print posters and various marketing materials.

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**Tidal Multimedia**  
2005 - 2007

● Junior Web Designer/Customer Support Representative  
Designed and developed websites with senior designer. Acted as main customer support representative for Freedom 55 website clients. Created template websites, handed domain/ftp servers. Recognized for excellent project management and personable customer support.

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## EXPERTISE

Adobe CC Suite		HTML5	
Axure RP		CSS/LESS	
Keynote		JQuery	
OmniGraffle		Project Management	
Adobe Experience Manager		Taxonomies/Card Sorting	
Drupal		Wireframes	
Wordpress		Prototyping	
Google Analytics		Sketch/InVision	
		User Research	

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## EDUCATION

**Simon Fraser University**  
2003 - 2008

● Bachelor of Applied Sciences in Interaction Design

**University of British Columbia**  
2000 - 2002

● 2 years of coursework in Computer Science

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