

Sidney Yan

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SUMMARY

A personable product designer with over 5 years of experience in healthcare/medicine who blends clinical insights with design thinking to help organizations achieve their missions through human-centered design and cross-functional collaboration. Strives to help create a more curious, interactive, and connected world.

SKILLS

Research: Affinity Maps, Competitive Analysis, Empathy Maps, Heuristic Evaluation, Secondary Research, Survey Design, Usability Testing, User Interviews, User Personas

UX Design: Agile Methodologies, Design Sprint, Design Thinking, Information Architecture, Site Maps, Storyboarding, User Flows

UI Design: Brand Design, Interaction Design, Iterative Design, Prototyping, Sketching, Wireframing

Tools: Figma, Figjam, Sketch, Miro, Canva, Keynote, HTML, CSS

Languages: English, Cantonese Chinese, Mandarin Chinese

EXPERIENCE

UX Design Lead | Science To People | Contract

Oct 2024 – Present

VeriSci.AI – a tool that provides expert-verified health research for simplified scientific insights to the public

- Deliver weekly client presentations to stakeholders showcasing ongoing work, ensuring transparency and client satisfaction.
- Work with cross-functional teams to define and prioritize user needs and business goals for MVP/MMP through productive ideation meetings, empowering team members for professional growth that drives project success.

UX/UI Designer, Team Lead | ReturnPal Courier Services | Contract

Nov 2023 – Jan 2024

• Effectively led a team of 3 UX designers for the inclusion of B2B integration and Corporate Social Responsibility (CSR) non-profit services on the company website.

- Accomplished a 14% increase in user retention and engagement rates by initiating dashboard portal feature designs for businesses to gain insight on data-driven metrics and analytics.
- Generating a 20% improvement in user satisfaction and usability by applying user design process (comprehensive secondary research, competitive analysis, user flow and site mapping, wireframing and prototyping, usability testing) within a team environment.
- Managed regular weekly meetings with stakeholder while applying feedback to design iterations for company vision and goal alignment.

UX/UI Designer | Springboard Community Hackathon | Virtual

Sep 2023 – Nov 2023

AI-Enhanced Global Team Engagement in Remote Work

- Developed a AI project to create innovative virtual solutions to address remote work challenges and boost high team engagement levels.
- Teamed with 2 other product designers, 2 software developers, and 1 data analyst to creatively deliver final product.
- Created website app prototype for companies to incentivize tasks and accomplishments for employees (i.e. PTO days, company merch, etc.) within 2 weeks.
- Conducted agile user experience methodologies including user research, low-fidelity wireframes, high-fidelity mockups, and prototyping.

Medical Assistant | Charles B. Wang Community Health Center | New York, NY

July 2019 – Present

- Efficiently triaged patients and retrieved vital signs for up to 40 patients daily for preparation to see medical provider.
 - Achieved a 25% decrease in provider time spent on reviewing patient history documentation by taking medical and patient history to providers via Electronic Medical Record (EMR) system.
 - Collected phlebotomy, specimen samples, and conducted PPD placements, EKGs in accordance with OSHA and HIPAA regulations.
 - Precepted incoming MAs & RNs on medical assistant duties for clinical proficiency within 8 weeks.
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PROJECTS

UX/UI Designer | Artune | Mobile App UX/UI Design

- A music streaming media mobile app with business constraints that provides various premium services for users.
- Implemented all stages of the design process including empathize, define, ideate, design, and testing within 4 weeks.
- Attained a 10% user satisfaction improvement through new interactive features integration to encourage customer engagement and retention rates while highlighting the business' unique branding in the competitive market.

UX/UI Designer | PostUp | Mobile App UX/UI Design

- A new startup mobile app from BitsizeUX's modified Google Ventures design sprint to help remote workers discover good coffee shops & public spaces for work while increasing work efficiency and completion rate.
- Examined user challenges to quickly generate a viable solution in 5 days.
- Constructed HMW questions, competitor analysis, sketches, storyboarding, high fidelity prototype, and user testing to resolve key issues.

UX/UI Designer | SaveHaven | Mobile App UX/UI Design

- An e-commerce mobile app for large chain market consumers to increase consumer conversion and retention rates by 15%.
 - Created the brand identity "SaveHaven" from conception to final prototype.
 - Constructed secondary research, user flows, site maps, user personas, low & high fidelity prototypes, and user testing.
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EDUCATION

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Cornell University, Bachelor of Science, Biological Sciences (Concentration in General Biology)

Springboard, UX/UI Design Career Track

Certifications: UX for AI: Design Practices for AI Developers, Using AI in the UX Design Process, Sketch Essential Training: The Basics (2018), Agile User Experience Design and Research, Systems Thinking for Product Designers, UX Foundations: Interaction Design