SIDNEY YAN
UX/UI Designer

A personable product designer with 6 years of experience in healthcare/medicine who blends clinical insights with design thinking to help organizations achieve their missions. Skilled in creating AI-powered B2B and B2C solutions through human-centered design and cross-functional collaboration with product, technical, and UX teams for startups and non-profit organizations.

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Experience

UX Design Lead | Tech Fleet (Science To People)   Nov 2024 — Present

• Spearheaded UX design initiatives with agile methodologies to create a web platform application that provides simplified, expert-verified health research insights to science communicators.
• Achieved a 75% task-completion rate through user flow & site maps, wireframes, design component libraries, and mid-fidelity prototypes.
• Attained a 85% stakeholder satisfaction rate through cross-functional team collaboration of 22+ members to continuously prioritize and align user and business needs.
• Conducted extensive MVP audits and comparative analysis for various AI research and content creation platforms to deliver actionable insights to the client.

UX/UI Designer, Team Lead | ReturnPal   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 maps, wireframes, prototypes, usability testing) within a team environment.
• Managed regular weekly stakeholder meetings while applying feedback to design iterations for company vision and goal alignment.

UX/UI Designer | Springboard Community Hackathon | Virtual   Sept 2023 — Nov 2023

AI Enhanced Global Team Engagement in Remote Work
• Developed an 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   July 2019 — Present

• Triaged patients and retrieved vital signs with efficiency for up to 40 patients daily.
• 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 with precision in accordance with OSHA and HIPPAA regulations.
• Precepted incoming MAs & RNs on medical assistant duties for clinical proficiency within 8 weeks.

Skills

RESEARCH
• Affinity Mapping
• Competitive Analysis
• Empathy Maps
• Heuristic Evaluation
• Secondary Research
• Survey Design
• Usability Testing
• User Interviews
• User Personas

UX DESIGN
• Agile Methodlogies
• Design Sprint
• Design Thinking
• Information Architecture
• Site Maps
• Storyboarding
• User Flows

UI DESIGN
• Accessibility
• Brand Design
• Interaction Design
• Iterative Design
• Prototyping
• Sketching
• Wireframing

Tools
• Figma
• Figjam
• Sketch
• Miro
• Canva
• Keynote
• Notion
• HTML/CSS

Languages
• English
• Cantonese Chinese
• Mandarin Chinese

Education

Cornell University | Ithaca, NY
Bachelor of Science in Biological Sciences | General Biology Concentration

Springboard | UI/UX Design Certification
9-month intensive course in UI/UX methodologies and technologies

Other 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