FANYA E. YOUNG

UX Researcher of Digital Experiences

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Skills

UX Research

A/B Testing	Persona Development
Analytics	Presentations
Behavioral Analysis	Qualitative Studies
Benchmark Studies	Quantitative Studies
Brief Writing	Screeners
Content Audit	Snapshot Studies
Eye-Tracking	Surveys
Interviews	Test Plans
Journey Mapping	Usability Studies
Recruiting	User Research

UX Design

Client Management	Information Architecture
Interaction Design	Journey Mapping
Low/Hi- Fi	Market Research
Mockups	Persona Development
Product Strategy	Prototyping
Storyboarding	Wireframes

UX Tools & Apps

Adobe Target	**Opinion Lab**
Axure	**PowerPoint**
InVision	**Proto.io**
Keynote	**Sketch 3**
OmniGraffle	**UserZoom.com**

Blog & Publications

www.fanyauxd.wix.com/blog2016

Redefining User Experience: Security as the Standard for Mobile Apps

Connecting to Consumers Through User Experience

Summary

UX Researcher with practical work experience in creating test plans, conducting studies, and analyzing data. Executed surveys, A/B testing, eye-tracking research, and benchmark studies. Created user personas from heuristic evaluations and user journey maps. Presented findings and synthesized key findings for stakeholders.

Relevant Experience

2015 - 2016 **UX Researcher**
Salesforce.com
- Drafted research briefs, devised test plans based on Adobe's Target analytics, and facilitated surveys and eye-tracking studies.
- Synthesized data for a global studies and emerging markets, presenting findings with Keynote and PowerPoint to stakeholders.
- Utilized Userzoom.com for card sort, true intent, and survey tests.

2014 - 2014 **UI Consultant**
American Airlines
- Designed BagEZ, a new mobile app, to streamline the baggage handling process for travelers.
- Utilized Axure and Adobe Photoshop to create wireframes and prototype of mobile app.
- Integrated several API's and new technologies partnering with American Airlines.

2014 - 2014 **UX Consultant | Trochet**
Trochet
- Developed an Android mobile app, using HTML5 and CSS.
- Facilitated discussions with client to synthesize information and identify salient points.
- Generated Balsamiq mockups to visualize interaction and interface design.

2013 - 2013 **UX Designer**
ImaginU.com
- Designed an app using Android SDX Emulator.
- Created storyboards with Indigeo and wireframes with Balsamiq for development team.

Projects

SIGNATURE | View the design process of a luxury digital experience from start to finish.

LIFE ALERT | Using IoT to develop a fresh approach to a familiar emergency device.

TRANSFER PANTS | Redesigning an e-commerce website using data from user research.

ROVER | A mobile app to easily store contact information, built to optimize UI for users.

Employment History

2013 - Present	City Director / Event Leader	**Women Who Code**
2015 - 2015	Quality Assurance / User Experience Advocate	**Apportable**
2014 - 2014	Web Designer	**StartUp & Tech Mixer**
2000 - 2008	Trial Attorney	**State of California**

Education

2015 - 2015 **Letter of Completion**
General Assembly

2004 - 2007 **J.D.**
U.C. Hastings College of the Law

2000 - 2004 **B.A.**
U.C. Berkeley