

# Dana Tongman Yang

Chantilly, Virginia 

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danatyang 

www.danatyang.com 

I'm a product designer with eight years' experience in UI/UX design and over fourteen years' experience in visual design. I have a passion for identifying and solving real consumer and business problems through thoughtful empathetic user-centric designs. I'm looking to work with others that ship great products that users will love.

## Skills

- User Interface Design
- User Experience Design
- Interaction Design
- User Research
- Agile, Lean UX, Design Sprints
- Wireframing
- Rapid Prototyping
- Information Architecture
- Responsive Design
- Design for Mobile Applications
- Visual Design & Communication
- Storyboarding
- Sequential Art
- Copywriting
- 3D Modeling
- Usability Test and QA
- Teaching
- Fluency in Chinese (Cantonese)

## Software

- Adobe Creative Cloud: Photoshop, Illustrator, InDesign, XD, Acrobat, Dreamweaver
- Sketch App
- InVision
- Avocode
- Figma
- JIRA
- Zbrush

## Experience

2013 – PRESENT

### Lead Graphic Designer / ETS Corporation, Ashburn VA

5 Years' experience in product design and development of ETS's core products, sites, and brand that is used by over 16k merchants throughout the US. Work in an agile environment with product owners, developers, project managers, and testers throughout of the project life cycle. Led and conducted extensive user research, competition analysis, and sprints for adding or improving features. Establishment of media kit, design patterns, libraries, and other assets used by the Tech team. Conceptualized, wireframed, designed, and prototyped responsive user-centered web and mobile applications (iOS and Android) for payment solutions and ecommerce, marketing, and landing pages. Created low-fidelity layouts and high-fidelity design comps throughout the EMoney product suite. Built and updated mockups and prototypes using the latest web standards. Introduced new design collaboration tools (Sketch, Adobe XD, InVision and Avocode) in the team workflow. Worked with clients: Proctor and Gamble, Golf Now, Billy Casper Golf, American Water.

2010 – 2013

### Media and Training Specialist / FCPS, Annandale VA

Created and developed the Graphics for the Web & Photoshop for Web Design classes at FCPS for adult learners. Content includes standard web graphics principles, wireframe, layouts, grids, and coding in HTML5 and CSS3. Taught FCPS staffers how to use the Adobe Creative Suite. Was awarded the Excellent Performance Recognition in IT Training Services within DIT Media & Training Services, Feb 2012.

2012 – 2013

### **Program Specialist / FCPS, Springfield VA**

Successfully maintained and expanded the Computer Training program with higher enrollment and profits than the previous year by nearly 10%. Collaboratively created new courses for the 2012-2014 catalogs at FCPS Adult and Community Education in Computer and Business fields with the help from program instructors. Continued the development of new classes for students pursuing a career in IT and making the information easier to understand. Clarified and corrected outdated information regarding ACE computer classes. Investigated course length and duration with current teachers to ensure optimal learning. Updated information inside course manuals for computer classes. Demonstrated and taught other ACE employees to use the available tools and software at a higher capacity.

2004 – PRESENT

### **Freelance Designer / Firetako LLC, Chantilly VA**

Over 14 years of paid freelance experience designing logos, websites, book layouts, graphics for web pages, print media, mobile devices, and more. Create digital illustration, art assets for mobile games, and hand drawn graphics with traditional medium.

2010 – 2013

### **Art Instructor / The Art League, Alexandria VA**

Instruct students in the basic principles of art and design with a focus on sequential art and storytelling as a medium. Developed course curriculum and assessed the effectiveness of curricula and instruction through user research.

The above is a short list of recent job experience. For a full account of earlier jobs, visit:

<https://www.linkedin.com/in/danatyang/>

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## **Education**

JUNE 2006

### **BFA in Interactive Design and Game Development / Savannah College of Art & Design, Savannah GA**

Graduated with honors, magna cum laude, with accumulative GPA of 3.85; Received the undergraduate Outstanding Academic Achievement Award, May 2006. Coursework include Interactive Design, Programming for Interactivity, Design for Moving Media, Drawing for Storyboarding, Creative Copywriting, 3D for the Web.

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## **Activities & Interests**

I have a curious mind and an unending urge to create in and outside of my professional work. I am an Associate Member at the communal makerspace known as NovaLabs, and former member of TechShop. Areas of interest include 3D printing, laser cutting, costuming, and woodworking. I'm also a gamer and a novice belly dancer. When I'm not researching or creating, I keep myself updated with reading industry news/blogs and learning from online courses.

In case you missed it, Dana's online portfolio: <http://www.danatyang.com>