hi! i'm yinnette,
a user experience person.

summary

My name is Yinnette and my role is Lead Principal Designer for User Experience. Some of my daily tasks include planning and designing full digital application experiences. I also have the privilege of being team mentor, providing support to fellow employees, and maintaining the cultural and professional vision of the user experience practice.

With over 14 years of experience, I am a multi-faceted designer. I am able to fulfill the role of a user experience researcher, visual designer, and interface engineer. I provide clients with detailed discovery sessions that include user research, usability analysis, content strategy, architecture mapping and more.

education

Visual Communications
International Academy of Design and Tech
November 2007 / May 2012

core skills

Digital and Experience Strategy

User Research

Information Architecture

Content Strategy

Interaction Design

wireframing and Prototyping

Usability Analysis

Visual Design

Front End Development

my experience

Principal UX/UI Designer / Team Lead
Cardinal Solutions
August 2014 / Present

As a principal designer, I promote Cardinal UX best practices and get involved with business initiatives to help increase revenue thru various channels. I meet with clients, development teams and business leaders to discuss their vision for new solutions and leverage discovery research, new technologies, to create compelling digital experiences and user-centered designs.

Sr. UX/UI Applications Designer
ELM Resources
August 2013 / July 2014

As the lead application designer, it was my job to make user experience and visual design recommendations. I would generate multiple concepts that fulfill project/business requirements and was directly responsible for delivering user interactions summaries, UI specifications, wireframes and prototypes.

Sr. UI/UX Mobile Designer
Mad Mobile
February 2012 / June 2013

As lead designer, I led mobile design deliverables and act as the mediator between user needs and business objectives. I would also translate usability and user research findings into tangible design and communicated design recommendations and rationale to key stakeholders at all levels.

Sr. Interaction/UX Designer
The New York Times Company
August 2010 / February 2012

I developed a UX strategy for the interfaces of the National Newspapers of New York Times Regional Media Group, for both mobile and desktop. I also coordinated with product managers and developers execute projects and updates on all sites.

Senior Interaction Designer
MatchWare.com
December 2009 / July 2010

I worked closely with software developers to conceive, design and develop mock-ups, specifications and final assets required for flawless design implementation.