

# YIQI YU (Brand)

UI/UX Designer

brandyu.design

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## Experience

### Sesame Buy

July 2019 – Present

#### UI / UX Designer

- Developed strong interfaces that work across multiple web browsers
- Created, organized, and shared project style guides, pattern libraries and assets
- Successfully researched potential user base via primary & second research to ensure App usability
- Executed various visual design stages from concept to final hand-off to development

### Sesame Home

May 2018 – July 2019

#### UI / UX Designer

- Designed and launched real estate agent market “Sesame Home” app on App Store & Google Play
- Created App promotional animation video from scratch and received over **10,000 views** on Youtube
- Responsible for all UI design decisions to create visually stimulating and delightful design

### New Oriental Intl. College

May 2015 – Dec 2017

#### Graphic Designer / Presentation Specialist

- Designed visually appealing presentations for marketing events to attract students globally
- Created posters, business cards, banners and other print - out material for marketing purpose

## Education

### Google

Currently Pursuing

#### Google UX Design Professional Certificate

### University of Toronto

Sep 2010 – Nov 2014

#### Sociology – Bachelor of Arts (HBA)

## Tools

### Design

Adobe Illustrator, Photoshop, After Effects, Premiere Pro, Final Cut Pro

### Prototype

Figma, Sketch, Adobe XD

### Development

HTML, CSS, Bootstrap