

Yumeng Mortensen

Dynamic UX designer/ animator -- Adaptable UX Designer with Artistic Expertise | Integrating Creative Vision to Enhance User-Centric Solutions

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EXPERIENCE

Web Designer KR Fashion LLC

Mar 2023 - Present

- Design graphics and maintain consistent branding across digital platforms.
- Collaborate with marketing teams to create engaging campaigns.
- Monitor website performance and make improvements as needed.

Freelance Animator

July 2019 - Dec 2022

- Collaborated with clients to develop animations and designs for various projects
- Navigate and overcome technical and artistic challenges adeptly, meeting deadlines with top-notch quality
- Execute precise 3D animations, emphasizing character movements and expressions
- Collaborate iteratively with the team to refine and optimize animation sequences based on feedback

EDUCATION

Academy of Art University San Francisco — BFA

Jan 2016 - May 2019

Bachelor of Fine Arts | 3D Animation & Visual Effects

Google UX Design Certificate Coursera — Certificate

Jan 2023 - Oct 2023

An online UX program taught by Google through the Coursera platform

PROJECTS

A&H Animal Shelter Website — From scratch to final product

Orchestrated a strategic UX redesign for an animal shelter website, integrating user research, iterative prototyping, and design thinking methodologies. Streamlined adoption processes, and enhanced visuals. Resulted in heightened engagement, improved user satisfaction, and optimized access to critical information.

Clair de Lune Restaurant App — From scratch to final product

Transformed a restaurant app through a comprehensive UX design project. Applied user-centered design principles to enhance navigation, streamline ordering processes, and elevate overall user satisfaction.

SKILLS

Empathizing with users by creating empathy maps, personas, user stories, and user journey maps

Ability to work independently and collaborate with others

Creating wireframes and prototypes on paper and digitally

Apply principles of User-Centered design to prioritize user needs and preferences throughout the design process

Create visually appealing interfaces that align with brand aesthetics and user expectations

Toolkit

Visual

Photoshop, Illustrator

Interactive

Figma, Sketch, Adobe XD, HTML+CSS

Motion

After Effects, Maya, Premiere Pro

LANGUAGES

English, Chinese