

YULIA (YUJIE) YANG

UX/UI DESIGNER | DIGITAL DESIGN

CONTACT

- +1 929-300-8201
- y425061437@gmail.com
- yuliayang2000
- www.yuliayangdesign.com

CERTIFICATIONS

- Google Ads Search Certification — 2025

SKILL

UX/UI DESIGN

- User Research
- Personas
- User Flows
- Wireframing
- Prototyping
- Usability Testing
- Interaction Design
- Responsive Design

DESIGN & TOOLS

- Figma
- Adobe Creative Suite
- Visual Design
- Layout Design

DIGITAL & GROWTH

- Google Ads (Search Certified)
- Google Business Profile
- Campaign Optimization
- Shopify & Wordpress
- Basic Video Editing

PROFILE

UX/UI Designer with experience in end-to-end product design, from user research to high-fidelity prototyping. Backed by a strong foundation in graphic design and performance marketing, bringing both visual clarity and data-driven thinking into digital experiences. Skilled at aligning user needs with business goals to deliver intuitive solutions with measurable impact.

UX/UI

Selected UX/UI Projects

2024-2025

Designlab

Instagram – Content Discovery Feature

- Conducted user research and defined personas to address content overload
- Designed user flows and high-fidelity wireframes in Figma
- Proposed customizable filtering system balancing user and business goals

Oppuland – Responsive E-commerce Redesign

- Restructured information architecture and built responsive wireframes
- Developed visual system and UI components
- Improved navigation clarity and product discovery

StarVista – End-to-End Mobile App

- Conducted interviews to define user segments and feature priorities
- Designed task flows and interactive prototype in Figma
- Validated design through usability testing and iteration

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EDUCATION

2024-2025

DESIGNLAB UX/UI ACADEMY

- UX/UI Design Certification

2019-2022

STONYBROOK UNIVERSITY

- Bachelor of Studio Arts
- Minor in Digital Design

LANGUAGE

- English (Fluent)
- Chinese (Fluent)

WORK EXPERIENCE

Digital Designer

JULY 2024 - PRESENT

Sanford Printing Inc. · Queens, NY

- Lead Google Ads strategy for 10+ local business clients, maintaining an average optimization score above 85%
- Contributed to achieving Google Partner status by registering and managing the company's Google Organization account
- Manage and resolve complex Google Business Profile issues including ownership conflicts, review disputes, and account suspensions
- Design and optimize marketing assets across print and digital platforms
- Supported Shopify store setup for small business clients

Graphic & Marketing Designer

JULY 2022 – MAR 2024

Landmark International Real Estate · Maspeth, NY

- Managed company social media and digital content strategy
- Designed marketing materials including brochures, flyers, and event promotions
- Produced video content to enhance property presentation and brand engagement

Founder & Designer

JULY 2022 – PRESENT

Yulia Design Studio · Queens, NY

- Delivered UX/UI, branding, and marketing design solutions for clients across multiple industries
- Designed websites, packaging, and digital assets aligned with client growth goals
- Managed paid advertising strategies to support client acquisition and visibility