



Puxi Yang

Experience

UX Interaction Designer 02/04/2019 - Present
GE Transportation | Atlanta, Georgia

- Leading end-to-end product design on multiple RailConnect™ products include operational side TMS, RVP, mCrew, and revenue side RCM, CH.
- Collaborating with UX researchers and internal SMEs to conduct contextual research, competitive research, defining user personas, and user journeys.
- Driving ideation sessions with UX researchers, PMs, and Engineers to find optimal solutions that balance company, stakeholder, and user needs.
- Mapping out workflow, data taxonomy, and IA to flatten complicated navigation and prioritize features based on product core experience and restrictions.
- Streamlining UI across different products and keeping the UI component and interaction consistent, experience between products seamless.
- Contribute to design system, participated in research on inclusive and accessibility design, designed components, auditing UI, and preliminary branding work.

Design Partner 12/01/2020 - Present
ITS180 | Atlanta, Georgia

- Providing a variety of design consultant services include Mobile App and Website Design, Visual Identity System Design, Editorial Design, and illustration.
- Working with clients from both United States and China across different industries.

UX/UI Designer 09/01/2018 - 02/01/2019
J.H Media Group | Remote

- Participated in multiple SaaS products new features design.
- Translated user requirements into high-fidelity designs screens.
- Improving existing Apps workflows to reduce interactive friction.
- Designed public-facing websites and platform log-in portal.

Education

Savannah College of Art and Design (SCAD) 2016 - 2018
Atlanta, Georgia
M.A in Graphic Design and Visual Experience

East China Normal University (ECNU) 2012 - 2016
Shanghai, China
B.A in Visual Communication Design

Skills

User-Centered Design
User Research
Information Architecture
Flow Diagrams
Wireframing
Prototyping
Design Thinking
Motion Graphics
Responsive Web Design
HTML5 & CSS3
Branding Strategy & Design
Infographic Design

Tools

Figma / Sketch App/ inVision
Miro / Zeplin / Slack
Adobe Creative Suite
Google Analytics / Webflow

Honors/Awards

Graphis New Talent Annual
Silver award-winning 2019

GDUSA Students to Watch in
One of two SCAD's top graphic design students to be featured in GDUSA's annual STUDENTS-TO-WATCT. 2019

SCAD Honors Award
Scholarship 2016 - 2018

ECNU Honors Award
Scholarship 2012 - 2016

Languages

English
Mandarin(native)

Affiliation

AIGA - Atlanta Chapter
2017 - Present