




# Norma You

 www.normayou.com  
 hellonormayou@gmail.com  
 206-619-6606

## EDUCATION

**Brandeis University**  
M.S. User-Centered Design,  
GPA 4.0 | 2022-Present

## SKILLS

User Research  
User Flows  
Information Architecture  
Wireframing  
Rapid Prototyping  
Usability Testing  
Branding  
Journey Map  
Motion Design  
Interaction Design  
Visual Design

## TOOLS

Figma  
Balsamiq  
Adobe XD  
Adobe Photoshop  
Adobe Premiere Pro

## CERTIFICATE

Google UX Design  
Professional Certificate

## EXPERIENCE

### Wayfair • Product Design Intern

Jan 2023-Jun 2023 | Boston, MA

- Designed PO Visibility Search History feature through research, ideation, iterative design, and prototyping. The feature was successfully **launched in Q2 2023**.
- **Took ownership of the design system project** by conducting comprehensive audits, creating components.
- Created a user-centric usability testing questionnaire to collect user feedback on 4Sight website.
- Collaborated closely with Product Managers, Engineering teams, different stakeholders and presented Intern work to the Global Experience Design community.

### CampGem • UX/UI Designer (Contractor)

July 2022-Oct 2022 | Seattle, WA

- Re-designed CampGem's rental listing website. **Delivered 5+ main feature sets**, including account management system, apply process, online chat, list and map view.
- Created the new information architecture, content hierarchy and navigation to design a more logical user flow.
- **Created design system** including new components, color theme, typography, etc.
- Iterated design rapidly and **delivered the final version with 140+ web pages** while collaborating with engineers and stakeholders to implement UX/UI improvements.

### Furiends • UX/UI Designer & Team Lead

Mar 2022-Dec 2022 | Remote

- Designed a pet adoption mobile App for non-profit organizations through **user research, ideation, low-fidelity wireframes, and mockup**.
- Hosted multiple cross-team meetings to follow up project progress while collaborating with PM, engineers and stakeholders to iterate design.

### 1Point3Acres • Content Creator & Graphic Designer

Mar 2020-Sep 2022 | Bellevue, WA

- Designed banner Ads, mobile Ads for company products and affiliate programs such as Amazon and Coursera, and Educative. The sales and commission amount average **increased 20% within one year**.
- Focused on user's preferences to create user-favorite content on the Wechat platform and forum, which received **60K to 100k views and thousands of shares**.