




BRENDA YEE

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 San Francisco Bay Area

## PROFILE

Innovative, detail-oriented UX/UI and Visual Designer with 10+ years of experience and a passion for creative, high-quality design that delights users and drives response. Applies creative vision, business strategy and design solutions to deliver effective end products.

## SKILLS

- Illustrator
- Photoshop
- InDesign
- Sketch/XD
- InVision
- HTML5
- CSS3
- Dreamweaver
- WordPress
- HubSpot COS

## EDUCATION

### UX Academy – DesignLab

*Fall 2018*

Completed 500+ hours of UX design coursework, including four case studies and weekly critique sessions with mentor and peers.

### B.S. in Graphic Design

*Fall 2005*

Pensacola Christian College, FL

### Certificate in Web and Flash Development

*Spring 2008*

San Francisco State University,  
College of Extended Learning, CA

## EXPERIENCE

### Senior Visual Designer

Replicon, Redwood City, CA • *December 2018 – Present*

- Work with cross-functional teams to revamp website to optimize user experience and establish Replicon's brand
- Design UI interactions for website and mobile interfaces
- Produce digital creative for product marketing, such as social media banners, presentations, emailers, landing pages and product videos

### Senior Designer

3marketeers Advertising, San Jose, CA • *November 2017 – April 2018*

- Led all phases of client demand generation and marketing/branding materials, including microsites, landing pages, digital ad campaigns, emails, multimedia, packaging and presentations
- Implemented brand strategies to projects creatively for major tech clients, such as Google, Align and Extreme Networks
- Worked with account executives and the design team to develop creative concepts for lead generation campaigns
- Managed web projects from mockups to production by collaborating with the web development team

### Art Director

Crescendo Advertising Agency, San Ramon, CA • *September 2016 – October 2017*

- Worked with cross-functional teams on visual design solutions from initial concepts to development for national corporations, such as HearUSA, AARP and Siemens
- Collaborated with the creative team to generate innovative concepts for logo and branding projects, marketing campaigns and trade shows
- Led the UI design and development of award-winning websites that focused on business strategy and user experience
- Created visually appealing assets to support digital marketing efforts, including social media campaigns, banner ads and emails
- Managed multiple ongoing projects, such as print/digital creative and websites, while ensuring all projects have the greatest impact through neuromarketing principles

### Lead Designer and Web Developer

Rhino Digital Media, Pleasanton, CA • *April 2014 – August 2016*

- Designed and developed responsive websites and landing pages for various clients that increased organic traffic up to 10x and online leads up to 3x
- Created digital marketing collateral across multiple platforms, including eBooks, emails and social media campaigns
- Oversaw the design and implementation of projects by the design team that ensured high-quality end products

### UI Designer/Graphic Designer

youngQi, Los Altos, CA • *February 2012 – December 2013*

- Designed the UI and graphics for youngQi's online health management platform that offered visual appeal and functional user experience across multiple devices
- Led all marketing initiatives by creating presentations, marketing collateral, newsletter campaigns, product websites and videos