



# FANYA E. YOUNG

UX Researcher of Digital Experiences

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## Skills

### UX Research



- A/B Testing
- Analytics
- Behavioral Analysis
- Benchmark Studies
- Brief Writing
- Content Audit
- Eye-Tracking
- Interviews
- Journey Mapping
- Market Research
- Recruiting
- Presentations
- Qualitative Studies
- Quantitative Studies
- Screeners
- Snapshot Studies
- Surveys
- Test Plans
- Usability Studies

### UX Design



- Brainstorming
- Heuristic Evaluations
- Interaction Design
- Mockups
- Product Strategy
- Storyboarding
- Information Architecture
- Journey Mapping
- Persona Development
- Prototyping
- User Flows
- Wireframes

### Apps & Tools



- Adobe Target
- Axure
- InVision
- Keynote
- Omnigraffle
- Brackets.io
- Opinion Lab
- Power Point
- Proto.io
- Sketch 3
- Userzoom.com

## Blog & Publications

www.fanyauxd.wix.com/blog2016

Redefining User Experience: Security as the Standard for Mobile Apps

Connecting to Consumers Through User Experience

## Summary

**UX Researcher with practical work experience in creating test plans, conducting studies, and analyzing data. Executed surveys, A/B testing, eye-tracking research, and benchmark studies. Created user personas for heuristic evaluations and user journey maps. Presented findings and synthesized key findings for stakeholders.**

## Relevant Experience

- 2016 - 2017 Usability Specialist III  
Autodesk
  - Manage all User Research for Shotgun Software, collaborating with Engineering to deliver innovative solutions.
  - Design a variety of research studies, matching the right research method to the hypothesis or business problem.
  - Created and executed 10 quantitative and qualitative user tests, ranging from 8 to 205 users, in less than six months.
  - Deliver relevant and actionable recommendations.
- 2016 - 2016 International Research Program Manager (Contract) - Local Insights Team  
Google.com
  - Planned and executed remote, online user tests to assess usability of Google products in selected countries.
  - Worked with Product Managers and key stakeholders to identify issues and define the scope of study.
  - Analyzed raw video footage, synthesized data, and presented findings in an informative and visually compelling manner.
- 2015 - 2016 UX Researcher  
Salesforce.com
  - Drafted research briefs, devised test plans based on Adobe's Target analytics, and facilitated surveys and eye-tracking studies.
  - Synthesized data, presenting findings with Keynote and PowerPoint to stakeholders.
  - Utilized Userzoom.com for card sort, true intent, and survey tests.
- 2014 - 2014 UX Consultant  
American Airlines
  - Designed BagEZ, a new mobile app, to streamline the baggage handling process for travelers.
  - Utilized Axure and Adobe Photoshop to create wireframes and prototype of mobile app.
- 2014 - 2014 UX Consultant | Trochet  
Trochet
  - Developed an Android mobile app, using HTML5 and CSS.
  - Generated Balsamiq mockups to visualize interaction and interface design.
- 2013 - 2013 UX Designer  
ImaginU.com
  - Designed an app using Android SDX Emulator.
  - Created storyboards with Indigeo and wireframes with Balsamiq for development team.

## Employment History

- 2013 - Present City Director / Event Leader | **Women Who Code**
- 2015 - 2015 Quality Assurance / User Experience Advocate | **Apportable**
- 2013 - 2015 Attorney at Law | **Law Offices**
- 2007 - 2013 Trial Attorney | **State of California**

## Education

- 2015 - 2015 User Experience Design Certificate  
General Assembly
- 2004 - 2007 J.D.  
U.C. Hastings College of the Law
- 2000 - 2004 B.A.  
U.C. Berkeley