

Jade Yoo

jade.yoo@gmail.com (917) 488 - 5725 New York, NY

Job Experience

VP of UX at BlackRock (New York, NY)

June 2021 – Current

Lead UX designer for Aladdin, BlackRock's financial risk management solutions, focuses on Investment Accounting delivering the enterprise user solutions and design strategies

Global UX UI Designer at Anheuser-Busch InBev (New York, NY)

March 2018 – May 2021

Leading the global B2B e-commerce solutions design team with 500k + users and generating \$5b revenue

UX UI Design Freelancer (New York, NY)

October, 2017 – March, 2018

Consulted for Goldman Sachs, Wooster.io and others

Senior UX Designer at Equinox Corp. (New York, NY)

October, 2012 – October, 2017

Create modern user experience for Equinox brands on web (desktop and mobile), iOS and Apple Watch apps. Conduct user research, design clickable prototypes, and consult with front-end and back-end developers to ensure the work feasibility and quality

Senior Information Architect at LBi Health (New York, NY)

May, 2012 – October, 2012

Designed web and mobile applications for WebMD's drug content. Created integrated branded experiences targeted to healthcare professionals and consumers for Bayer, Forest Labs, and Meda. All work conforms to FDA and pharmaceutical legal mandates

Senior Interaction Designer, previously Interaction Designer at **Digitas** (New York, NY)

April, 2010 – April, 2012

Designed and built branded web experiences for key clients such as Samsung and American Express. Worked in a lead interaction designer capacity for high visibility client properties including global sites, microsites, marketing campaigns, social networking sites, web applications, and mobile applications for iOS

Ambient Experience Designer at Philips Design (Boston, MA)

October, 2008 – March, 2010

Designed the entire healthcare environment, including industrial design, interior design, and improvement of patient and staff experience, which increased operational effectiveness

Product Designer at Bolt Group (Charlotte, NC)

September, 2007 – October, 2007

Designed outdoor barbecue grills for Jenn-Air, a Lowe's sub-brand

Skills

UX

- Investment Banking Solutions
- Enterprise Applications
- B2B, B2C
- Web & Mobile Applications
- Information Architecture
- Wireframe
- Sitemap
- User Flow
- Web Functional Spec
- Web Presentational Spec

Research

- Contextual Inquiry
- Desk Research
- User Analysis
- Interview
- Mind Mapping
- Market Analysis
- Usability Testing
- Rapid Prototyping

Design Software

- Figma
- Axure

Agile/Teamwork Software

- Azure, Jira, Asana, Confluence, Microsoft Teams
- Familiar with Trello, Basecamp

Internships

Internet Design Team Intern at Philips Design (Atlanta, GA)

June, 2008 – September, 2008

Started with the Internet Team, and progressed to additionally working with the Product Design and Communications Teams. Projects included documentation for a healthcare website redesign, iPod accessory design, branded Second Life destinations, and packaging design for TV cable boxes.

Interaction Design Intern at Little Diversified Architecture (Charlotte, NC)

May, 2007 – August, 2007

Worked with store design team on interaction design, usability, and research methodology projects for retail clients including upscale clothing stores and grocery stores.

Graphic Design Intern at Working Class Studio (Savannah, GA)

February, 2007 – April, 2007

Designed components of a new line of modern home, kitchen, and lifestyle products and accessories.

Industrial Design Team Intern at Philips Respironics (Pittsburgh, PA)

May, 2006 – December, 2006

Worked on the design of sleep apnea products and researched future wearables for improving sleep quality.

Education

Savannah College of Art and Design

September, 2004 – May, 2008

Bachelor of Fine Arts (BFA) degree in Industrial Design, minor in Interaction Design

Honors

- SCAD Academic Honors Scholarship 2004 - 2008
- SCAD Artistic Honors Scholarship 2004 - 2008
- Recipient of Target Arts Grant 2007
- SCAD Dean's List for High Academic Achievement 2005
- First Place in Pet Accessory Design Goods Competition by Goody 2005
- SCAD Nominee of National Residence Hall Honorary 2004
- Recipient of One Year Full Scholarship from The Art League of Daytona Beach 2003