

Robin Yang

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Summary

I'm a product designer with a lot of passion for solving problems via thoughtful design, and am looking for opportunities to flex my UX and product management skills.

Experience

ASSOCIATE CREATIVE DIRECTOR, BOLL & BRANCH; SAN FRANCISCO – MARCH 2014 - JULY 2015

Led creative and technical implementation of consumer experience touchpoints, overseeing web storefront redesigns, third-party API integrations, and email series (transactional, marketing and on-boarding). Worked extensively with local and remote teams to roll out features and campaigns supporting product launches.

FREELANCE UX CONSULTANT; SAN FRANCISCO – JULY 2013 - JULY 2014

Led early-stage entrepreneurs through the development of minimum viable product specs and pitch-ready mobile and web prototypes, including conducting extensive early adopter research to inform and reinforce design decisions.

PRODUCER, SIFTEO; SAN FRANCISCO – SEPT 2012 - JUNE 2013

Managed internal production of games from conception through gold master on a compressed schedule to meet manufacturing-dependent deadlines, as well as external production of games with third-party developers. Supported team-wide production planning and logistics, including presentations, budget and contractor allocations, playtesting, website launches and portfolio development.

EXTERNAL PRODUCTION DIRECTOR, TOY STUDIO; SEATTLE – SEPT 2011 - SEPT 2012

Launched The Curse (iOS), a story-driven puzzle game that broke top 100 in the App Store in over 30 countries in its first week and eventually top 10 in over 20 countries. Published over 30 games for the Toy Studio portfolio on the Nook and Amazon app stores through partnerships with top app developers. Delivered quarterly revenue/sales tracking and projections for publishing division of studio.

PRODUCER, FUNTANK; NEW YORK – OCT 2009 - APRIL 2011

Led internally-developed social/casual games from inception to full design and production. Coordinated with external developers to launch over 20 integrated games on Candystand.com, as well as four games on the iOS platform.

Education

Barnard College of Columbia University, New York – B.A. Sociology, 2009

Selected Skills

Web/graphics development pipeline (HTML/CSS, Javascript, Adobe Creative Suite), project management tools and methodologies (Agile, JIRA, Trello, Pivotal Tracker, Git).