

# Yangye (Amy) Cao

yangyec@gmail.com

979-422-1778

[yangyec.wixsite.com/portfolio](http://yangyec.wixsite.com/portfolio)

## About

Self-motivated Senior UX / product designer with over 8 years of experience. I provide creative, user-focused solutions to various industries, such as fintech, entertainment media, e-commerce, healthcare and education. Skilled in user research, agile collaboration, and capable of leading design initiatives and design systems. Proven track record of improving customer satisfaction and retention, and my work always supports and advances the business's goals.

## Skills

- Proficient in [Figma](#), [AdobeXD](#), [Photoshop](#)
- Strong understanding of [user-centered design principles and process](#)
- Experience to conduct [user research and usability testing](#)
- Experience with [developing design system](#)
- Expertise in [accessible and responsive design](#)
- Excellent [visual design skills](#) and mastery of the [Adobe Suites](#)
- Knowledge of front-end development technologies ([HTML](#), [CSS](#))
- Strong [communication and collaboration](#) abilities

## Education

**2016-2018** Master of Human-Computer Interaction  
DePaul University

**2010-2013** Master of Landscape Architecture  
Texas A&M University

**2005-2009** Bachelor of Landscape Architecture  
South China Agriculture university

## Relevant courses

- Introduction of User-centered design
- Prototype and Implementation
- E-commerce Website Engineering
- HCI Principals
- UX strategy

2026

## Experience

**2024.9 - 2025.2**

### Senior UI/UX designer

TIAA

- Spearheaded the **end-to-end UX strategy for TIAA's B2B digital experience**—conceptualizing and delivering two major features, including a Consultant Insight Hub and Case Study hub with Lifetime Income Solutions—driving a 27% increase in user engagement.
- Designed and delivered an **immersive UX experience with dynamic data visualizations and micro-animations**, transforming dense data into intuitive narratives that enhanced comprehension and captivated users.
- Developed and maintained a **scalable design system and documentation**. Crafted complex UI components from scratch, enabling flexible content models and responsive behavior across marketing pages.

**2022.2 - 2024.4**

### Senior UX designer

DirectTV

- Led an **end-to-end UX enhancement** of all customer purchasing flow for DirecTV Satellite and Stream services across all digital platforms, increased 15% of customer satisfaction and business goal.
- Spearheaded Channel package progressive flow and checkout payment process with **accessible design and WCAG standards**. Iterated from concepts to final solutions with Figma mockups and prototypes to clarify key design process and ensure effective execution.
- Contributed significantly to the **updates of design system** components, coordinating with fellow product designers to ensure design consistency.
- Assisted the **UX research** team in conducting online user interviews and testing design proposals. Evaluated insights from user behavior to enhance design decisions.
- Conducted **in-depth UX audits** and delivered actionable reports to assess live pages, collaborating with cross-functional teams to resolve design deviations and elevate user experience quality.

**2021.10 - 2022.2**

### Senior UX designer

Reece USA

- Led an inventory management **app redesign** that was launched in 56 branches, enabling better organizational cooperation and real-time inventory management.
- Achieved a 70% shift data entry and unlocked significant operational efficiencies for inventory teams, while fostering a more agile and responsive culture.
- Developed a cutting-edge recount variance feature, streamlining complex inventory data into intuitive visualizations and navigation, empowering inventory teams to make data-driven decisions.
- **Mentored junior UX designers** and cultivated a collaborative team environment to redesign the B2B customer login experience, leveraging behavioral insights to inform design solutions that addressed key user motivations and pain points
- Boosted the **visual appeal of customer-facing product** pages, aligning with the company's rebranded visual language and increasing brand recognition on the **B2C e-commerce** platform.

**2019.7 - 2021.5**

### UX designer

mBridge solutions

- Formed strategic partnerships with industry-leading clients, including Chevron, ABS, and Steris, working closely with scrum teams to understand clients' unique training needs and objectives.
- Optimized internal employee training effectiveness by designing tailored **business eLearning products**. Improved the products' learnability by creating engaging and visually compelling course interface, and utilized interaction design to streamline study flows.
- Oversaw resource allocation, teamwork, and timelines with exceptional **project management** skills on many projects. Executed projects on schedule and to the satisfaction of the client.

**2018.10 - 2019.7**

### UX designer

Memorial Hermann Health System

- Directed the comprehensive redesign of Everydaywell.com's upfunnel flow, enhancing patient engagement through intuitive access to virtual care information and services.
- Transformed virtual care mobile experience in the Everydaywell patient portals' by developing responsive mockups and prototypes.
- Project-managed web design requests, implementing updates to **HTML/CSS-based** web pages that aligned with the established design language, creating a unified interface across all service lines.