

# Alexia Yang

UX Designer | alexiayang.com

I believe design is to solve problems in our everyday lives. I strive to build simple yet intuitive interfaces that provide accommodating user experience in order to facilitate and enhance people's lives in a meaningful way. It has become my passion to create design that inspires the same "wow" and "oohhh" that we all experienced on our first bite of a peanut butter and jelly sandwich.

## EDUCATION

Graphic Design, BFA & Japanese, BA  
California State University, Long Beach

## CONTACT

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## EXPERIENCE

### ◆ Sr. UX Designer at Navigating Cancer 2022 Apr - present

Assisted the Patient Experience team to design the new generation of patient portal where cancer patients receive their health records and educational materials, as well as communicate with their providers.

### ◆ Sr. Product Designer at PlushCare 2021 Jan - Dec

Design lead in the provider-facing product and treatment programs for on-going care. Initiate physician research and facilitate workshops to develop deep understanding of PlushCare clinical workflow and to establish design roadmap to enhance physician experience while improving engagement between patients and their caregivers.

### ◆ Sr. Product Designer at GoodRx 2018-2020

Led the design process of telehealth integration into GoodRx application to unlock the ability of getting and saving on a prescription for GoodRx Gold members. Facilitated user research to utilize insights to champion design decisions that deliver measurable impacts to the business, as well as enhance discovery experience in brand drug savings.

### ◆ Product Designer at Metamason 2017

Worked as a sole designer within a small team, conducting research and translating the results into thoughtful user experiences, and implementing critical interactions within the mobile/web-based application, balancing utility and seamless integration into the workflow of sleep lab clinicians and DME practitioners.

### ◆ UX Designer at Uplift 2016

Assisted a small team of healthcare entrepreneurs to define the user interactions and features for a mobile application designed to guide cancer patients through their treatments to survivorship while improving engagement between patients and their caregivers.

### ◆ UI Designer at Patient Insight 2016

Re-imagined the layout of current-day electronic medical records (EMR), designing a data visualization tool designed to provide physicians with more relevant and improved access to medical data at the point-of-care.

### ◆ Interaction Designer at DIRECTV 2014-2015

Collaborated with a variety of teams in the creation of experimental prototypes intended to redefine the TV viewing experience, by utilizing emerging technologies, conducting user research, developing user workflow, and creating high-fidelity wireframes.

### ◆ Sr. UI Designer at Fujitsu Ten Corp. of America 2011-2014

Participated in the overall design process for Toyota products, using graphic design expertise to create a cohesive aesthetic vocabulary for their various brands as well as co-conducting user interviews and usability tests in order to design intuitive and innovative user interfaces for North American drivers.