

Karlie Yu

UX Design | Research

UX Experience

Amazon Kindle | UX Designer II

July 2020 - Current | Seattle, WA

- Owning the design for Kindle app's in-book reading experience, which impacts millions of readers. Conducting user research and redesigning core in-book features. Working closely with the development and product team to build top-notch user experience.
- Leading the vision design for the end-to-end audiobook listening experience on the Kindle app.
- Designed the entire Kindle for Web experience. Supported the development and product team to build the mobile website from scratch, and to give the desktop website a fresh and intuitive UX.
- Initiated the Kindle Challenge program. This successful initiative inspired other teams at Amazon to launch their own customer engagement programs following the same design.
- Continuously support the team by being a mentor, actively participating in design sprints, leading cross-team collaboration, advocating accessibility, and refining working mechanisms.

Freelance | UX Designer

September 2018 - July 2020

- Spearheaded designs for two technology startups and two non-profit organizations.

Architectural Experience

MAKERS Architecture and Urban Design | Urban Designer

July 2018 - July 2020 | SEATTLE, WA

- Led efforts in site analysis, architectural design, and construction documents for award-winning architecture, urban design, and urban planning projects.
- Facilitated community group design sprints and incorporated stakeholder feedback into planning and design guidelines.

yystream.com

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Education

University of California, San Diego

2019 - 2020 | Online

Certificate in Interaction Design

University of Washington, Seattle

2016 - 2018 | Seattle, WA

Master of Landscape Architecture

Shanghai Jiao Tong University

2012 - 2016 | Shanghai, China

Bachelor of Landscape Architecture

University of California, Berkeley

Summer 2015 | Berkeley, CA

Design & Innovation Program

Skills

UX

User journey map / Wireframe /
High fidelity prototype / Accessibility
/ Product strategy / User research /
Illustration / Motion design

Tools

Figma / Sketch / Invision / Adobe
Creative Suite / Framer / Principle /
AutoCAD / Rhinoceros 3D / SketchUp
/ ArcGIS / HTML / CSS

Recognition

2019 Creative Communication
Awards