

Lele Yang

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Education

Parsons School of Design, The New School

New York, NY

Master of Fine Arts in Design and Technology | GPA: 3.98/4.00

Sep. 2024 – Jun. 2026

Beijing Film Academy

Beijing, China

Bachelor of Fine Arts in Digital Media Art | GPA: 3.48/4.00

Aug. 2019 – Jul. 2023

Work Experience

Vortex Net

Covina, CA

UI/UX Designer — Data Visualization

Jun. 2025 – Oct. 2025

- Redesigned the landing overview and navigation of the internal finance dashboard where a ~30-person company's operations and finance teams start their day; both shipped during the internship after testing with 10 colleagues.
- Against the original interface, locating and understanding a day's work fell from 20–30 s to about 8 s, and finding an item in the left-hand list from 10+ s to about 5 s; all 10 participants used the new cash chart first.
- Regrouped a flat 14-entry menu into 9 entries across three task-based groups (monitor, reconcile, review) plus admin, after an early color-only iteration showed limited gains in testing and the design shifted to typographic hierarchy.
- Built a priority model (information × team × cadence) with product and data stakeholders to decide what belongs on the landing screen versus reporting and admin.

Mango TV

Changsha, China

UX / Narrative Design Intern

Feb. 2022 – Apr. 2022

- Designed mobile-first campaign pages and editorial layouts; compared layout variants for readability and applied the results to typography, spacing and content order.

Movie Cheese Pie

Beijing, China

Visual & UX Design Intern

Oct. 2020 – Dec. 2020

- Turned film and editorial research into timelines and information graphics for digital and social channels, working with the editorial team.

Project Experience

BOA: Spending & Budgeting Redesign | leleyang.com/project/uxcasestudy | Claude Code, Figma

- Redesigned Bank of America's spending and budgeting flow for mobile and web after a 32-response survey and 2 interviews surfaced three breakpoints: finding spending, correcting categories and adjusting a budget mid-month.
- Two test rounds (6 participants each): budget reallocation completed by 5/6 vs 2/6 after separating "take from", "give to" and confirmation; median time to spot the overspent category fell from 41 s to 24 s with the redesigned dial.
- Scoped an in-context AI assistant for follow-up spending questions and defined what it must show before free-text answers can be trusted: the supporting transactions and dates, plus a handoff to standard controls.

Last Message — Web-Based Interactive Investigation Experience | lastmessage.online | ChatGPT API, Codex, Claude Code, Figma

- Led the end-to-end UX/UI design of a web-based interactive experience, translating large volumes of evidence, character relationships, narrative data, and nonlinear investigation paths into a structured information architecture and intuitive user flows.
- Designed the visual language and interface system across evidence databases, investigation screens, and conversational interactions, then translated the UX/UI into a publicly accessible, fully functional web application with working navigation, interaction logic, AI-powered features, and a cohesive visual system across the complete investigation experience and multiple interconnected user pathways.
- Integrated the ChatGPT API to support dynamic NPC interactions and conducted 2 expert interviews and 8 remote usability tests, using findings to refine navigation, information discovery, and interaction logic.

Backstage — Offline Social Experience for Social Anxiety | sagbackstage.framer.website | Figma, Framer, Design System

- Designed an offline-first social experience for people with social anxiety, translating research with 55 participants into user flows and interaction strategies that reduce barriers to face-to-face connection.
- Established a complete design system before interface development, defining typography, color hierarchy, reusable components, interaction patterns, and layout rules that guided the end-to-end interface design and maintained consistency across the digital experience.
- Translated user needs into key features including activity invitations, calendar planning, profile-building interactions, and post-meetup feedback, developing a high-fidelity interactive experience that demonstrates the complete user journey.

Skills

Design Interaction design, information architecture, user research (surveys, interviews, moderated usability testing), prototyping, design systems, data visualization, accessibility fundamentals

Tools Figma (components, variables, prototyping), Framer, Adobe Creative Suite, Procreate

Code HTML / CSS / JavaScript; AI-assisted development (Claude Code, Codex) for working prototypes and web builds