



# Yi Ming He

Digital Designer, UX and Product

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## PROFILE

Digital designer focusing on UX and product design. Passionate about creating user centric experiences that aim to solve user, team, and business needs. Builds strong partnerships with cross functional multidisciplinary teams to define requirements and develop solutions. Experience in designing, conceptualizing, and prototyping across platforms for web and mobile. Foster creativity and innovation by testing, taking new risks, learning, and growing.

## SKILLS

- **Adobe CC** (Ps, Ai, Id, Xd, Dw)
- **Figma**
- **Sketch**
- **HTML/CSS**
- **Demandware**
- **Zmags**

## EXPERIENCE

Jan 2018 - Oct 2021

PVH, Senior Digital Designer

- Collaborated with Digital Director and Creative Directors on conceptualizing and creating website, mobile, and email contents to encapsulate business strategy, product thinking, visual design, and customer empathy.
- Utilized seasonal campaign imageries to create digital layouts to meet marketing promotions and strategies.
- Oversaw digital marketing collaterals for multi-brand e-Commerce platforms from websites to web responsive mobile app by building upon and utilizing scalable design patterns, libraries, and design systems.
- Maintained current digital trends; identifying and recommending new web technologies and web best practices to maintain various levels of accessibility.
- Managed and mentored a team of junior associate web designers.
- Worked cross functionally with various teams within the company such as copy writers, Art Directors, off shore and in-house developers, and stakeholders on multiple web based projects.
- Ideated potential solutions that convey initial creative ideas and concepts through mockups and various levels of fidelity sketches.

Mar 2015 - Dec 2017

Henri Bendel, Web Designer

- Worked alongside Senior Art Director and Senior Graphic Designer in creating visual assets for web based platforms and marketing needs.
- Designed and iterated on various email, web, and mobile assets while also being mindful of usability and web best practices.
- Translated design elements into HTML for web and mobile platform contents by utilizing software such as Demandware, Dreamweaver, and Zmags.
- Maintained and updated design system to ensure consistency for designers and users, reinforce brand identity, and create scalable designs.

Oct 2014 - Feb 2015     New York & Company, Freelance Web Designer

- Worked with VP of Digital and e-Commerce Creative Director to design layouts for weekly marketing promotional needs.
  - Created production-ready design assets to hand-off to in-house developers.
  - Ensured concepts were coherent and cohesive which met the marketing strategies and business needs.
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## EDUCATION & CERTIFICATIONS

- **Google UX Design Professional Certificate**
  - **eCornell, Cornell University Executive Education Unit:** Leadership Essentials Program
  - **New York University:** Visual Communication and Graphic Design
  - **East Stroudsburg University of Pennsylvania:** Art and Design (BA)  
**Honors:** Cum Laude | Dean's List
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## LANGUAGES

- **Chinese:** Mandarin and Shanghainese
- **English**