

# LIBBY YE H

UX DESIGN | MARKETING

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**PORTFOLIO:**  
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## FEATURED UX DESIGN PROJECTS

### Chime

[invis.io/KVRMJACGYJF](https://invis.io/KVRMJACGYJF)

- Designed the social gathering app for people living with severe chronic pain. Used Invision to live prototype 47 individual screens.
- Tech Used: Sketch, Miro, InVision, Mockflow, Optimal Workshop, Xtensio

### Walgreens Landing Page

[uxfol.io/project/044063b6/Walgreens-Landing-Page](https://uxfol.io/project/044063b6/Walgreens-Landing-Page)

- Managed the WU portal on walgreens.com from design concept to implementation. Generated 15,842 unique views from Oct 31 to Nov 28 in 2017, outperforming WU customer account landing page launch by 38%.
- Tech Used: Sketch, Balsamiq

## EDUCATION

**University of Denver, 2020**  
Master's of Liberal Arts, Arts Development & Prog. Mgmt.

**General Assembly, 2019**  
UX Design - Immersive

**Turing School of Software & Design, 2019**  
Front-End Engineering

**CO State University, 2007**  
BS, Design & Merchandising

## EXPERIENCE

### Western Union (WU), Denver, CO

*Customer Experience Manager, 2012 - 2018*

- **Kroger:** Managed WU's largest account, Kroger - \$100MM business with \$1.5MM marketing budget across 2,300 store locations.
- **Kroger Mobile:** Worked in tandem with development team to create "white-label" mobile app, leveraging the WU app infrastructure. Headed up the entire GTM strategy: CRM, digital, social, SEO, retail, PR.
- **WU:** Managed Retail Marketing for North America - \$500MM business. \*2015 Award Winner - *Shopper Marketing Magazine* for "People to Watch".
- **WU Mobile:** Launched Stage & Pay feature at retail. Activated at 45K locations. Increased digital revenue in Q218 by 22%.
- **WU In-store Digital:** Managed multi-year project for digital content delivery system. Decreased content delivery time-to-market from 3 weeks to 1 minute. Increased CFPB compliance (Dodd-Frank Act) from sub-50% to 100%. \*2017 Award winner, *Internationalist* for Innovative Digital Solutions. \*2016 Patent recipient, *U.S. Dept. of Commerce* for Content Delivery System
- **WU In-store:** Managed customer experience GTM strategy, incl. consumer research, signage, merchandising and messaging. Improved trxn. by 2%. \*2014 Award winner, *Design of the Times* for "In-store Activation - Retail Channel"

### Tom James, NYC, NY/Denver, CO

*Sales Manager, 2011 - 2012*

- Managed business development; Resolved client/manufacturing problems quickly and efficiently. Resulted in +110 clients and \$200K in annual client revenues.

## AFFILIATIONS

Anti-Defamation League  
Fellow, 2017-2018

## DESIGN SKILLS

Affinity Diagrams  
Information Architecture  
Lo to Hi-Fidelity Prototyping  
Personas  
Sketching & Wireframing

## RESEARCH

A/B Testing  
Ethnographics  
In-Person Intercepts  
Focus Groups  
User Testing

## TECHNICAL SKILLS

HTML  
CSS/Sass  
Javascript  
React

**Einstein Noah Restaurant Group, Lakewood, CO**

*Marketing & Communications Manager, 2007 - 2011*

- Managed creative agency and 2 in-house designers in the development of new menu content architecture & design system, promotional marketing materials, packaging, and consumer goods for +700 locations.

**The Limited Corp., Denver, CO**

*CO-Store Manager, 2001 - 2006*

- Managed \$5MM business incl. sales, merchandising of +2000 SKUs, +20 staff.