

# KELVIN YE

PRODUCT DESIGNER



## TECH SKILLS

Figma  
Adobe Creative Suite  
Illustrator  
Photoshop  
XD  
InDesign  
Lightroom  
Procreate

## CREATIVE SKILLS

Visual Design  
UI/UX/Product Design  
Mobile Game Design  
Illustration  
Photography/Videography

## EDUCATION

UI/UX Design Career Track  
Springboard  
2020 - 2021

Civil Engineering  
San Jose State University  
2008 - 2015

## WORK EXPERIENCE

Undisclosed Fintech Company · Aug 2021 - Present

Product Designer

- Collaborate with cross-functional teams including product, design, and engineering to build a world class financial tech product.
- Conduct user research to inform the design process, incorporating insights into user-centered design solutions that enhance usability.
- Develop prototypes and interactive mockups to communicate design concepts.

2Spicy Games · Jan 2018 - Aug 2021

Co-Founder | Lead Game Designer

- Create interactive wireframes, prototypes, and mockups throughout the design process to align the development team around solutions.
- Design player flows, screens, assets, and gameplay that are engaging while balancing player, business, and technical goals.
- Partner closely with publishers and stakeholders to ensure efficient prototyping.

1up Pixels · Dec 2015 - Jan 2022

Founder | iOS Game Designer

- Conceptualize, prototype, and iterate casual games using standard user-centered design principles.
- Conduct usability testing to deliver a better and deeper user experience.

KYE Apps · Dec 2012 - Dec 2016

Game Designer

- Designed, developed, and published over 20 casual mobile games that accumulated 3 million downloads on the App Store.

## INTERESTS



CYCLING



BASKETBALL



COOKING



PHOTOGRAPHY



GAMING

## CONTACT



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## PORTFOLIO



Website  
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Behance  
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Dribbble  
dribbble.com/kelvvs