443-983-5442

isabellayoo@gmail.com

isabellayoo.com

linkedin.com/in/isabellayoo

Elkridge, Maryland

EXPERTISE

- Axure
- XD
- Figma
- Illustrator
- Photoshop
- InDesign
- Dreamweaver
- HTML/CSS
- UI/UX Design
- Digital Accessibility (WCAG 2.2)
- Leadership
- Problem Solving
- Team Oriented
- People Management

EDUCATION

Bachelor of Arts 2012

University of Maryland Baltimore County

Web Design Certificate 2012

Montgomery College

LANGUAGES

English *Native or bilingual*

Korean *Native or bilingual*

ISABELLA YOO

UX Lead

PROFILE

As UX Lead at Verisk's Anti-Fraud Analytics division, I combine over a decade of design expertise with a focus on user-centric product innovation.
I lead a talented team in reimagining applications, setting new standards for digital accessibility, and enhancing user experiences across our product suite.

EXPERIENCE

UX Lead
Mar 2023 - Present

Verisk *Remote*

- Spearheaded the enhancement and modernization of ClaimSearch products by applying user-centered design principles, significantly improving the client experience.
- Led, mentored, and expanded the UX team, managing direct reports and fostering team growth.
- Reimagined key applications to align with both user needs and strategic business goals, resulting in more intuitive and effective user experiences.
- Streamlined processes to enhance engagement and collaboration with cross-functional project teams, driving efficiency in product development cycles.
- Led accessibility initiatives across multiple product lines, developing and implementing comprehensive digital accessibility guidelines, ensuring unit-wide conformance and conducting workshops to upskill designers, DEV, and QA teams in accessible design and development practices.
- Managed UX reviews to ensure accessibility compliance, utilizing a range of testing and screen reader tools for thorough evaluation, such as WAVE, Lighthouse, Siteimprove, WebAIM, VoiceOver, Narrator and ChromeVox.

Lead UX Specialist
Jul 2019 - Oct 2022

Social Security Administration *Remote*

(Northrop Grumman / Peraton)

- Orchestrated UX design initiatives across multiple software development frameworks as Project Design Lead, driving user-centered design solutions from concept to implementation.
- Formulated and executed strategies that guided the full lifecycle of product development, overseeing user research, conceptual models, wireframes, high-fidelity prototypes, and usability testing to ensure optimal user experiences.
- Collaborated with cross-functional teams to design and deliver solutions that met complex project requirements, balancing business goals and technical constraints.
- Led the UI/UX design efforts for the Social Security Administration's IT Modernization and Earnings Queries projects, ensuring every web element was WCAG 2.1 compliant and aligned with accessibility standards.

Senior UI/UX Designer
Dec 2018 - Oct 2019

National Institutes of Health *Bethesda, MD*

(Latitude, Inc.)

- Played a key role in designing and developing new websites and redesigning existing ones for the National Institutes of Biomedical Imaging and Bioengineering (NIBIB), utilizing Drupal and SharePoint platforms.
- Created wireframes, high-fidelity mockups, UI designs, icons, and conference posters, ensuring alignment with project objectives.
- Conducted thorough accessibility audits using tools like WAVE, WebAIM, and screen readers (e.g., VoiceOver), ensuring full compliance with Section 508 and WCAG 2.1 standards, and meeting stringent US government accessibility requirements.

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ISABELLA YOO

UX Lead

UX Designer
Sep 2014 - Jul 2018

Pearson Online & Blended Learning — *Columbia, MD*

- Designed and developed innovative, WCAG 2.0-compliant digital assets, including responsive web pages using the DotNetNuke CMS for over 50 Connections Academy and Connections Education websites, along with responsive email designs, HTML5 banner ads, and blog graphics.
- Conducted A/B testing using Monetate, optimizing user journeys and driving significant business results, including a 60.3% increase in Direct-to-Conversion rates and a 40.6% rise in lead-to-application conversions.
- Served as the marketing department's accessibility expert, providing guidance and support on accessibility-related matters for projects.

Graphic & Web Designer
Jan 2013 - Sep 2014

Sponeco, Inc. — *Remote*

- Designed eye-catching graphics and developed engaging content for social media, web ads, banners, and website posts, enhancing online visibility and user engagement.
- Led product photo shoots for new launches, ensuring a cohesive visual presentation that effectively showcased brand aesthetics.
- Created comprehensive brand identity packages to strengthen brand presence, driving sales growth and fostering customer loyalty.

Graphic Designer Intern
Sep 2011 - Feb 2012

Conceptual Geniuses — *Silver Spring, MD*

- Designed a diverse array of creative assets for personal and business clients, including invitation cards, posters, logos, business cards, brochures, stationery sets, t-shirt designs, and PDFs, contributing to a cohesive and visually appealing brand identity.

General Manager
Jun 2006 - Aug 2008

AT&T — *Laurel, MD*

- Managed daily retail operations for AT&T Wireless, including preparing sales and tax reports and overseeing business account management to drive profitability and customer satisfaction.
- Trained and supervised staff, fostering a collaborative team environment and ensuring seamless store operations.
- Developed marketing collateral and designed business cards to enhance promotional efforts and improve brand visibility.

RECOGNITIONS

SSA *2021* — **DCS Honors Award**
Project: IT Mod - Earnings Queries

UMBC *2012* — **Graduated with Honor**
Cum Laude

UMBC *2010 - 2012* — **Dean's List**
4 semesters

UMBC *2010 - 2012* — **National Society of Collegiate Scholars**
Member

HVPA *2009* — **Art Gallery Exhibition**
Spring 2009

INTERESTS

Cars · Snowboard · Jet ski · Fashion

Trails · Travel · Music · ATV