Amy Yee

Multidisciplinary Designer

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Summary

Creative Web and Graphic Designer with a background in UI/UX design. 4+ years of experience crafting high-impact digital assets that drive engagement and conversions that align with broader brand and marketing strategies.

Work Experience

Chicology Home / Graphic & Web Designer

MAY 2022 - PRESENT

- Lead Shopify storefront strategy for a 155-product catalog, overseeing homepage merchandising and new product launches while driving measurable year-over-year growth. Sales increased 8% YoY, gross sales rose 11%, and order volume grew 19%, supported by improved product discovery and coordinated multi-channel promotions.
- Produce and optimize product, lifestyle, and promotional imagery for Shopify and major platforms (Amazon, Home Depot, Walmart, Target, Wayfair), ensuring cohesive, web and mobile-ready visual content.
- Own email and marketing strategy via Klaviyo, delivering monthly promotional campaigns that maintain a 30% average open rate and 2% click rate, supporting consistent engagement and revenue during each sales cycle.
- Drive cross-platform engagement, with Pinterest sessions up 310% and Instagram-driven sessions up 157%, fueled by cross-posted reels, influencer content, and consistent scheduling.
- Oversee Instagram end-to-end, including content planning, posting, and scheduling. Lead influencer partnerships from outreach through final content delivery.

UC San Diego / Design & Publications Assistant

OCTOBER 2019 - JUNE 2021

- Designed the IDEA Engineering Student Center's Annual Report, a 50–60 page professionally printed magazine distributed across campus, showcasing highlights, programs, and impact.
- Created page layouts, curated photography, and wrote event captions to improve engagement and readership.
- Developed marketing collateral including flyers, posters, and digital graphics to promote engineering events across IDEA programs.
- Provided front desk support, handling student inquiries and assisting in event coordination with other IDEA Center staff members.

Education

UC San Diego / B.S. Cognitive Science – Specialization in Design and Interaction

SEPTEMBER 2016 - MARCH 2020

- Focused on user-centered design and cognitive psychology. Completed coursework and projects in UI/UX design, usability testing, and digital prototyping.

Skills

Design Tools: Adobe Creative Suite (InDesign, Photoshop, Illustrator), Canva, Figma

Web & Platforms: Shopify, Meta Business Suite, Amazon, WordPress, Klaviyo

Content Creation: Layout Design, Social Media Graphics, Copyediting