



ynesbouck@gmail.com
704.252.1556
www.ynesbouck.com

About me

I'm an experience designer with a focus in brand building in the lifestyle space. I am skilled in packaging design, brand experience, UX/ UI design and solving problems with design thinking.

Skills

Product Design
Brand Identity
Visual Design
UX/ UI Design
Wireframing
High Fidelity Prototyping
Spatial Design
User Testing
User Journey Mapping
Concept Development
Illustration
Conversation Design

Tools

Sketch
InVision
Adobe Suite
Cinema 4D
Final Cut Pro
Figma



Education

M.S. in Business, Experience Design

Virginia Commonwealth University
Brandcenter 2020

B.F.A in Craft and Material Studies

Virginia Commonwealth University
School of Arts 2013-2016

Experience

Durable Connect | Junior Designer

January 2021

Creates brand guidelines, visual identity and social media assets for the client Ideal Image.

iCrossing | Contract UX Designer

August 2020

Created high-fidelity wireframes for the mobile retail experience for the client LG.

Brandefy | Contract Design Consultant

February- May 2020

Consulted on UX/UI design, brand design and content strategy for the beauty and lifestyle tech startup Brandefy to help increase retention on the platform.

Startup | Freelance UX Designer

September 2019- December 2020

Works on UX strategy, UX design and brand design to launch an app for a start up. Designs user flow, wireframes and style guides for development.

R/GA | Experience Design Intern

June- August 2019

Worked on a project to redefine the in-store experience for the national retail brand Gamestop. Assisted in persona development, experiential strategy, user interviews, journey maps and user testing to launch their pilot store.

VCU Massey Cancer Center | Scientific Illustrator

June 2017- August 2020

Assists in creating scientific illustrations for grant and journal submissions and have been published in several scientific journals.

Big Secret | Production Intern

September 2016- January 2017

Assisted in production work for the laser cutting studio Big Secret, included prepping illustrator files and materials for lasercutting and perfecting products for client handoff.