

ynes bouck

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About me

I'm an experience designer with a love of brand building in the beauty space. I am skilled in packaging design, brand identity and 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
Brand Strategy

Tools

Sketch
InVision
Figma
Adobe Suite
Cinema 4D
Final Cut Pro



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

Dominion Energy | Contract UX/UI Designer

May 2021-Present

Leads UX/UI design for the internal facing program to be used company wide by customer service representatives as well as redesigning the customer facing Dominion Self Service Portal.

Ayzenberg | Contract UX/UI Designer

February 2021- April 2021

Took ownership of the Ayzenberg Social Index dashboard UX/UI and user experience redesign and created a intake form for the client Xbox.

Durable Connect | Contract Designer

January 2021- May 2021

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

iCrossing | Contract UX Designer

August 2020- November 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

Took ownership of UX strategy, UX design and brand design to launch an app for a start up. Designed user flow, wireframes and style guides for development.

R/GA | Experience Design Intern

June 2019- 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.