

Ellie Jun Yan

Design

Target — Product Design Intern

Jun. 2024 - Aug. 2024 | Minneapolis, MN

- Conducted end-to-end redesign for Print Batches functionality to streamline store employees' label/signage printing experience across 2000+ stores.
- Spearheaded Target Storefront mobile experience 0-1 to strengthen Target's cultural relevancy in the creator space and deepen social engagement with Gen Z users.
- Conceptualized and prototyped 8 new features in line with Target's design system, distilling complex problem spaces into intuitive and simple user experiences.
- Implemented feedback from users, product managers, business partners, and UX, content, and accessibility designers during cross-functional critiques to refine and validate designs.
- Showcased work at 4 end-of-internship presentations, storytelling motivation, process, results, and impact to design leadership and business strategists.

Google UX Design Challenge — Design Participant

Jan. 2024 - Mar. 2024 | New York, NY

- Led end-to-end UX design of Culture Walk in 8 weeks, a feature that offers New Yorkers cultural and historical insights about their city right in Google Maps.
- Conducted qualitative and quantitative user research via ethnographic interviews, surveys, and competitor analysis.
- Developed storyboards, wireframes, and high-fidelity prototypes for 3 user flows: Culture Walk via Walking Route, Live View and Augmented Reality, and Cultural Archive.
- Collaborated with and presented case study to a panel of Google UX Designers, incorporating critique into prototype stages.

Technical

Amorphous AI — Full-Stack Developer + Product Designer

Sept. 2024 - Present | New York, NY

- Designed and built a cross-platform AI-powered agent that enables college students to speak to a personalized future version of themselves using OpenAI's API.
- Try it: <https://amorphous-ai.onrender.com/>

Cornell Tech — HCI Research Intern

May 2023 - Mar. 2024 | New York, NY

- Developed VR-compatible digital twins of NYC to serve as a platform for studying cross-cultural road interactions in a pseudo-naturalistic setting.
- Performed sentiment analysis of 1000+ human-robotic interactions to discern human behavior variations, such as pitch modulation, during interactions with robotic waste bins.
- Presented project to 100+ judges and fellow researchers at Columbia Undergraduate Computer Science and Data Science Fair.

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New York, NY

Education

Columbia University

Dec. 2024 3.93/4.00

B.A. in Computer Science

Minor Psychology

Skills

Design

User research • HCI • User testing • Information architecture • Ideation • Affinity mapping • Wireframing • Prototyping • Evaluative research • Storytelling • Project management

Software

Figma • Miro • Procreate • HTML • CSS • Javascript • Java • C • VS Code • Github • Flask • Full-stack dev.

Recognitions

AmazonNext Design Challenge

Dec. 2024 - Feb. 2025

1st place out of 500 submissions

Upsilon Pi Epsilon Honor Society

2022 - 2024

Member, Computer Science Honors

Dean's List

2021 - 2024

Leadership

Vagelos Center Computing Fellow

Aug. 2023 - Dec. 2024

Peer academic leader aiding students from non-technical backgrounds engage with computational thinking, web development, and data privacy.

Columbia Women in Computer Science

Nov. 2022 - Present

DivHacks Sponsorship Lead

Publicity Lead (Short-form media)