

Allie He

UX/UI Design & Product Design & Research & Analytics

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UX/Product Designer with an HCI background across enterprise dashboards, consumer apps, and data-driven marketing. Experience in research, prototyping, and front-end build. Comfortable across design systems, analytics tools, and stakeholders.

Education

New Jersey Institute of Technology

B.S. in Human-Computer Interaction, User Experience Design Specialization

Newark, NJ

May 2026

Tokyo International University

Study Abroad, Digital Business & Innovation

Tokyo, Japan

Aug - Dec 2025

Work Experience

UX Engineer | UPS (United Parcel Service)

Newark, NJ | Feb 2026 - May 2026

- Led end-to-end UX design and front-end development for an enterprise capacity analytics platform deployed across 1,100+ sites nationwide, enabling infrastructure engineers to model CPU, memory, and storage scenarios in real time.
- Designed scenario modeling tools using Figma wireframes and hi-fi prototypes, then built production UI in Blazor/.NET with responsive dashboards, input forms, and data visualization components.
- Conducted usability observations on the What-If Analysis workflow and pivoted the tool from a 4-step to a 2-step wizard based on findings, reducing task friction for infrastructure users.
- Established the design system for a UPS-branded dashboard; defined interaction patterns for complex data workflows within a 5-person Agile/Scrum team across 5 sprints.

Customer Experience Intern | Allied Beverage Group

Elizabeth, NJ | Jun – Aug 2025

- Designed an operations exception-tracking dashboard in Diver with heatmap tiles and color-coded alerts; projected to save \$20K+ monthly by surfacing delivery failures earlier in the resolution cycle.
- Built Salesforce customer scorecards for 1,000+ accounts, visualizing cross-department metrics to unify service, operations, and sales performance views.
- Analyzed 68 customer complaint cases, surfacing a 22.29% revenue gap between fulfilled and unfulfilled complaints; recommendations increased resolution efficiency by 18%.
- Conducted UX and market research supporting the go-to-market strategy for a \$1M+ premium brand launch, presenting findings to company and brand leadership.

UX/UI Design Mentee | Avanade

New York, NY | Aug 2023 – May 2026

- Designed an AI-powered cybersecurity response system for educational institutions, applying design thinking and accessibility principles to a complex, multi-stakeholder product concept.
- Placed as a finalist at the Avanade International Fuel Conference against 750+ global participants, presenting design rationale and strategic vision to senior audiences.

Web, UX/UI & Graphic Developer | Barat Foundation

Nov 2022 – Mar 2023

- Rebuilt the organization's website, redesigning navigation and information architecture to improve accessibility and usability.
- Designed a cohesive brand identity system spanning web, print, and digital touchpoints, establishing visual consistency across all materials. Extending to physical displays and storefronts, creating graphics and vector images.

Executive Design Editor | NJIT Vector Newspaper

Newark, NJ | Sept 2023 – May 2025

- Led the digital transformation of NJIT's student newspaper from print to web, redesigning navigation and newsletter flow and increasing readership by 21%.
- Conducted A/B testing, surveys, and behavioral analytics with 200+ readers, improving user satisfaction by 7% through data-informed content strategy.

User Research Assistant | NJIT Social X Lab

Newark, NJ | Sept 2023 – Feb 2024

- Led mixed-methods UX research on Roblox avatar customization: 13 interviews, 250+ pages of qualitative data, surfacing 50+ behavioral patterns. Ran a usability study with 80+ participants using the SUS/NPS scale.
- Analyzed quantitative and qualitative results with SPSS and delivered actionable design recommendations.

Skills

Design & Visualization: Figma, Adobe Suite, Prototyping, Wireframing, Dashboard Design, Data Visualization, Design Systems, Information Architecture, Accessibility (WCAG)

Research & Analytics: User Research, Usability Testing, A/B Testing, Surveys & Interviews, Behavioral Analytics, SPSS

Marketing & Data: Google Analytics, Power BI, Tableau, Mailchimp, Market Analysis

Technical: HTML/CSS, SQL, Python, JavaScript, Blazor, .NET, Salesforce, Diver, Microsoft Copilot, Cursor, Claude