
Thearron Sieng-You

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Senior UX/UI Designer

Experienced Senior UX/UI Designer with over 13 years in web development, front-end design, and user experience. Skilled in creating data-driven personas and leading usability testing to boost product usability. Successfully improved site performance, navigation, and content discovery, increasing user engagement by 25% in 6 months.

WORK EXPERIENCE

AYLO • 06/2016 - 02/2025

Senior UX/UI Designer

- Created data-driven personas to guide design decisions and enhance user experience.
- Collaborated with cross-functional teams to align design strategies with business goals, significantly improving project outcomes and user satisfaction.
- Improved navigation, site performance, and content discovery to increase user engagement.
- Worked closely with Product Owners (PO) and Project Managers (PM) to align designs with business goals.
- Collaborated with cross-functional teams to align design strategies with business goals, significantly improving project outcomes and user satisfaction.

Communications Voir • 09/2013 - 05/2016

Front-End Web Developer

- Integrated web pages using HTML5, CSS3, and CSS preprocessors (SASS, LESS).
- Designed and integrated responsive UI/UX with Bootstrap.
- Conducted technical SEO monitoring and optimized site performance.

Groupe TVA Inc • 06/2013 - 09/2013

Front-End Web Developer

- Created UI/UX designs that adhered to W3C accessibility standards and integrated responsive design using Bootstrap.
- Designed and integrated mini-sites and contests for various shows like La Voix, Fort Boyard, and Québecor Media.

Karavel • 01/2012 - 03/2013

Webmaster Senior

- Redesigned travel websites to improve user experience and accessibility, fostering collaboration with cross-functional teams to align design with business objectives.
- Optimized performance and user experience for high-traffic sites.

Cochet Concept • 05/2008 - 12/2011

Flash Developer/Webmaster

- Developed websites in Flash and HTML/CSS for clients like Moët et Chandon, Bollinger, and Veuve Clicquot.
- Created site mockups using Photoshop and Illustrator.
- Edited metadata and managed Open Graph (OG) tags.

Virtua Vision • 09/2005 - 04/2008

Webmaster

- Designed and integrated websites using HTML and CSS.
- Researched and created logotypes for various clients.

EDUCATION

Multimedia Internet Developer in Computer Engineering

CESI • GPA: 17/20

CERTIFICATIONS

UX Design Certification

Google

SKILLS

Design Skills (UI/UX): A/B Testing, Accessibility Evaluation, Adobe XD, Agile Methods, Cross-functional Collaboration, Design Project Management, Design System, Figma, Heuristic Evaluation, High-fidelity Mockups, Illustrator, Inclusive Design, Information Architecture, Interaction Design, Interactive Mockups, Interactive Prototyping, Jira, Mobile Accessibility, Mobile-First Design, Mobile Responsive Design, Personas, Photoshop, Prototype Testing, Rapid Prototyping, Remote Collaboration Tools, Responsive Design, Scrum, Sketch, UI Design, • Usability Testing, User-Centered Design, User Feedback Tools, User Journey Maps, UX Design, UX Optimization, Visual Design, Web Accessibility (WCAG), Wireframe Creation

Front-End Development: Babel, Bootstrap, Browser Testing, CMS (Content Management Systems), Code Maintenance, Cross-Browser Compatibility, CSS3, CSS Animations, CSS Grid, CSS Styling, Debugging, Design-to-Development Workflows, Dynamic Page Integration, Flexbox, Front-End Performance Optimization, Git, GitHub, GitLab, HTML5, HTML Markup, Interface Animation, JavaScript, jQuery, LESS, Micro-Interactions, Mobile-First Design, Node.js, npm, Page Optimization, Progressive Web Apps (PWA), React, Responsive Design, SASS, SEO Best Practices, Static Page Development, SVG Manipulation, Tailwind CSS, Template Creation, TypeScript, Version Control (Git), Visual Studio Code, Vue.js, Web Accessibility (WCAG), Web Animations (CSS/JavaScript), Webpack, Web Performance, Yarn

Project Management and Collaboration: A/B Testing, Agile Development, Collaboration with Designers, Cross-functional Collaboration, Design Project Management, Jira, Quality Assurance (QA), Scrum, Site Updates, Version Control (Git), Web Content Updates

Web Development and Architecture Skills: Content Layout, CSS Customization, Design System Integration, Design Systems Integration, Design-to-Development Handoff, Developer Collaboration, Developer Handoff, Front-End Architecture, HTML Structure, Page Layouts, Web Components