BORAM YI

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SUMMARY

Sr. Principal UX designer with 14 years of experience working in the pharmaceutical industry to create intuitive and effective web applications to advance drug discovery for patients.

Promote User Centered Design (UCD) approach and user research process to navigate complex user needs and balance business requirements. Drive collaborative design iterations with end users, engineers and product teams.

EDUCATION

Rhode Island School of Design (RISD)
BFA, Industrial Design 2006-2010

Boston University - Metropolitan College
Web App & Development Class 2010

MIT - Sloan School of Management
Product Design & Development Class 2010

Brown University
Entrepreneurship & Engineering Class 2010

TECHNIQUE

Collaboration

Foster harmonious and effective team work by active listening & clear verbal & visual communication.

Leadership

Navigate complex domains & relationships by creating a safe team environment for diverse inputs for informed decision making.

Research & Design

Conduct user & stakeholder interviews, workshops, contextual inquiries, user feedback sessions. Create low & high-fidelity mockups, UI design, visual designs and clickable prototypes.

Tools, Techniques & Certification

Figma, Sketch, InVision, Adobe, HTML, CSS. UXQB® Certified Professional for Usability and User Experience Foundation Level 2019.

EXPERIENCE

BigHat Biosciences

UX Design Consultant   Remote, Oct 2024 - Present
- Redesigned existing system for antibody research to improve layout, usability and data accuracy.

Novartis Institutes for BioMedical Research (NIBR)

Senior Principal UX Designer   Cambridge, MA Oct 2019 - Jul 2024
- Lead UX designer for a data modeling and projection platform to connect scattered research data across different systems. The platform will easily allow data mining and analysis in robust and resources efficient way for data scientists.
- UX liasion for the internal design system to reflect design & product team needs. Steered a successful MVP launch of the design system in a few weeks with only 1 engineer.
- Recruited and mentored a co-op student to successfully gain meaningful experience and contributed to projects and the design system including accessibility color palettes.

Principal UX Designer   Cambridge, MA Oct 2016 - Oct 2019
- Lead UX designer for web applications for research scientists in the drug discovery process. Project domains included in Lab Informatics, Cancer Genomics, Multi Parametric Data Analysis with Machine Learning, High Content Imaging, High Content Screen Analysis, Lab Automation and Next Generation Sequencing.

  Projects include:
  - A customizable image viewer to compare scientific images with experimental data, which enabled researchers to spend a few hours to review images, which have taken weeks previously. Users also have reported reduced human errors and mistakes after using the tool.
  - A high profile web solution for complex workflows and large, multi-dimensional data analysis. It enabled scientists to run data analysis and visualize results via the UI, rather than working with an engineer to run scripts in the command line.

Senior UX Designer   Cambridge, MA Jan 2014 - Oct 2016
- Collaborated with the Pistoia Alliance (global pharma alliance) to create a web based, open-source chemical structure editor to replace current thick-client solution. Gathered requirements and iterated wireframes with remote stakeholders globally.
- Created a video series to educate & promote user research process in the organization by interviewing various members in the organization including the CIO, product managers and engineers. Increased visibility of UX by playing the videos in the break rooms.

UX Designer   Cambridge, MA Jul 2010 - Jan 2014
- Conducted user research and design tasks for internal web application development projects in many platforms, such as web, mobile and Sharepoint.

Continuum (Design Continuum)

Design Strategy Intern   Seoul, Korea Jul 2008 - Sep 2008
- Conducted an independent research analysis project for corporate brand strategy. Contributed to brainstorming new concepts for defining brand identity (BI), point-of-purchase and packaging.
- Created & presented image boards communicating BI.