

Joyce Yu

Product / UX Designer

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Summary

Product Designer with an engineering background. Specialized in simplifying complex workflows and driving growth for products ranging from 0-1 startups to global platforms. Skilled in rapid prototyping, design systems, and bridging the gap between design and development.

Experience

YO YO

UX Designer | May 2024 - Oct 2025

- **Led the end-to-end design** for the MVP launch, covering onboarding, listing, and selling flows; delivered wireframes, prototypes, and dev-ready specs.
- **Conducted usability testing** and rapid iteration cycles to identify friction points, successfully reducing drop-off rates in the first-session listing flow.
- **Established a lightweight design system** and partnered with engineers to implement analytics tracking, enabling data-driven decisions for activation and conversion.

Leah Wellness

UX Designer | Oct 2023 - May 2024

- **Designed responsive AI-driven workflows** for onboarding and core tasks, optimizing information architecture across mobile and desktop devices.
- **Collaborated with engineering** to implement UI components, ensuring designs met WCAG 2.1 standards to broaden accessibility for diverse patient groups.
- **Prototyped and validated** key concepts to improve task completion rates and patient comprehension of complex health data.

Google - Fitbit

UX Design Intern | Jun 2022 - Sep 2022

- **Spearheaded the "Milestones" feature** from discovery to high-fidelity prototype, coordinating SME interviews and usability studies to de-risk user flows.
- **Accelerated cross-device rollout** by 50% through the delivery of consistent, scalable components for both Mobile and Wearable (Pixel Watch) platforms.
- **Maintained design system consistency** while adapting patterns for unique wearable constraints.

Capgemini (IT Consulting)

UX Designer | May 2020 - Jul 2021

- **Client - IKEA:** Redesigned the UX and visual system of the in-store food ordering system, driving an **89.7% conversion lift** across 30+ stores globally.
- **Client - McDonald's:** Optimized admin workflows and information hierarchy for enterprise management tools, increasing team productivity by **30%**.

Education

University of Washington

Master of Science

Human Centered Design & Engineering

Southeast University

Bachelor of Engineering
Software Engineering

Skills

Design

Interaction Design,
Visual Design,
Information Architecture,
Responsive UI,
Wireframing,
Rapid Prototyping,
Design Systems

Research

User flows,
Journey Mapping,
Usability Testing,
Interview/SME studies,
Competitive Analysis

Tools

Figma / Figjam,
Sketch,
Adobe Creative Suite,
HTML5/CSS3 basics,
Cursor,
GitHub,
Supabase,
Jira/Confluence