

# Joyce Yu

Product / UX Designer

 Kirkland, WA

(206) 605-5013

isyumj@gmail.com

[joyceyu.design](mailto:joyceyu.design)

[linkedin.com/in/mingjia-yu/](https://www.linkedin.com/in/mingjia-yu/)

## 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 I 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 I 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 I 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 I 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