

Joyce Yu

Product Designer

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Builds for engineers, not just with them: a software-engineering foundation applied to design across global enterprise platforms and 0-to-1 startups. Brings systems thinking to ambiguous problems (from architecture to final UI) and owns the full lifecycle through front-end implementation.

\$3.5M (RMB 25M) in transactions · 1.8M orders · 2,500+ launch users

Experience

ReDance

Feb 2026 – Present

Founding Designer (Design + Development)

- Identified that dancers learning from video lacked precision tools for segment repetition, then built an iOS app with slow playback, mirror flip, and A-B loop to address it; currently in beta.
- Solo-owned the full product lifecycle (user research, UX design, and React Native development), using an AI-assisted workflow (Cursor + Claude) to go from wireframe to working prototype in days, with no engineering team.

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May 2024 – Oct 2025

UX Designer

- Sole designer for a 0-to-1 C2C marketplace serving Chinese international students; led end-to-end design from IA and user flows to dev-ready specs in 5 months, shipping to **2,500+ active users** at MVP launch.
- Designed a layered trust system (cultural-negotiation UX, social proof, and reputation scoring) to solve the core challenge of two strangers completing a financial transaction with no prior relationship.

Leah Wellness

Oct 2023 – May 2024

UX Designer

- Redesigned AI-guided onboarding for a mental-health web app, cutting intake from 25+ minutes to **under 10** via a conversational format validated in testing.
- Advocated for a double-sided provider-match card against the PM's direction (front for quick viability, back for AI-reasoning transparency), resolving two conflicting user modes; shipped as final and templated later cards.
- Defined WCAG 2.1-compliant component specs across all responsive breakpoints for accessibility parity without regressions.

Google, Fitbit

Jun 2022 – Sep 2022

UX Design Intern

- Owned the "Workout Achievement" feature end-to-end, designing a progressive-disclosure Insight Card (radar summary, breakdown, trended view) that scored **8/10 on desirability** with 8 Premium users.
- Partnered with engineering to evaluate two scoring models for workout balance across cardio, strength, and intensity, driving the final design decision through technical feasibility analysis.

Capgemini (IT Consulting)

May 2020 – Jul 2021

UX Designer

- Client, IKEA: redesigned the end-to-end in-store food-ordering UX across 25 stores in China, driving **\$3.5M (RMB 25M)** in transactions and **1.8M+ orders** from **500K+ users**; led contextual research and usability testing before launch.

Skills

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

Research: User Flows, Journey Mapping, Usability Testing, Interview / SME Studies, Competitive Analysis

Tools: Figma / FigJam, Adobe Creative Suite, HTML / CSS, JavaScript, React Native, Cursor, GitHub, Supabase, Jira / Confluence

Education

University of Washington

2021–2023

Master of Science, Human Centered Design & Engineering

Southeast University

2016–2020

Bachelor of Engineering, Software Engineering