

# Joyce Yu

Product Designer with a dual background in engineering and UX design, with experience spanning global enterprise platforms and 0-to-1 startups. Brings systems thinking to complex, ambiguous design problems — from architecture to final UI. Builds for engineers, not just with them.

## *Experience*

### **YO YO**

UX Designer May 2024 – Oct 2025

- Sole designer for a 0-to-1 C2C marketplace for Chinese international students — led end-to-end design from IA and user flows to dev-ready specs in 5 months; shipped to 2,500+ active users with a 4.9/5.0 App Store rating at MVP launch.
- Designed a layered trust system — cultural negotiation UX, public social proof, and reputation scoring — to solve the core challenge of two strangers completing a financial transaction without prior relationship; informed by discovery research with 20+ target users.
- Built a component library used across all core flows and led a heuristic evaluation that surfaced 12 interaction gaps before handoff; co-owned analytics instrumentation that informed post-launch iteration priorities.

### **Leah Wellness**

UX Designer Oct 2023 – May 2024

- Redesigned the AI-guided onboarding flow for a mental health web app, reducing intake completion time from 25+ minutes to under 10 — achieved by replacing clinical jargon with a conversational, stepped format validated through moderated usability testing.
- Advocated for a double-sided provider match card over PM's single-sided direction — front for quick viability check, back for AI reasoning transparency — resolving two conflicting user modes; shipped as final and became the template for subsequent provider cards.
- Defined WCAG 2.1-compliant component specs across all responsive breakpoints, enabling engineering to ship accessibility parity without regressions.

### **Google – Fitbit**

UX Design Intern Jun 2022 – Sep 2022

- Owned the “Workout Achievement” feature end-to-end — from discovery research and SME interviews to high-fidelity prototype — delivering a dev-ready design within a 3-month intern timeline.
- Accelerated cross-device rollout by 50% through consistent, scalable components for both Mobile and Wearable (Pixel Watch) platforms.
- Resolved component conflicts between Mobile and Pixel Watch constraints, establishing wearable-specific pattern guidelines integrated into the broader Fitbit design system.

### **Capgemini (IT Consulting)**

UX Designer May 2020 – Jul 2021

- Client – IKEA: Drove an 89.7% conversion lift across 30+ global in-store food ordering locations by redesigning the end-to-end transaction UX — led contextual research and iterative usability testing before launch.
- Client – McDonald's: Redesigned enterprise admin dashboard for operations teams — streamlined workflow navigation and information hierarchy for daily task management, increasing team productivity by 30%.

## *Contact*

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## *Education*

### **University of Washington**

Master of Science, 2021–2023

Human Centered Design & Engineering

### **Southeast University**

Bachelor of Engineering, 2016–2020

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

HTML / CSS

JavaScript

Cursor

GitHub

Supabase

Jira / Confluence