Yolanda Yu
Product Designer: UX, AR/VR

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San Francisco Bay Area, CA

EDUCATION

University of Michigan, Ann Arbor
Aug 2021 - May 2023 / GPA: 4.0
M.S in Human-Computer Interaction
Certificate in Extended Reality(XR)

University of California, Irvine
Sep 2017 - Jun 2021 / GPA: 3.8
B.S in Psychology, B.A in Economics
Honor: Psi Chi National Honor Society

AWARD

Best Interaction Design (Mixed Reality)
Awarded by XR@Michigan Summit 2022
Created a VR motorbike riding experience with Unity 3D. Developed user interactions and physical mechanics for Oculus controllers.

TOOLS

UI/UX
Figma
Adobe XD
Photoshop
Illustrator
Sketch
Axure
Framer
InVision
Miro
SPSS
UserTesting

3D/Game
Unity 3D
Unreal Engine
Adobe Premiere Pro

Programming
C#
Python
HTML / CSS
JavaScript
R
SQL

SKILLS

Design
Wireframe, Prototyping, User Flow, Information Architecture, Interaction Design, Design System, Game Design, Graphic Design, Gesture Design

Research
Usability Testing, Interview, Survey, Competitive Analysis, Card Sorting, Data Analysis, Heuristic Evaluation, Journey Map, Affinity Diagramming

EXPERIENCE

Founding Product Designer / Playhouse AR
Dec 2023 - Present; San Francisco, CA / Social Media, AR, B2C

- Directed **Playhouse's rebrand and launch**, a location-based social app for Gen Z, rapidly expanding the user base from **0 to 20,000+** and **boosting user engagement by 60%** within 2 months.
- Designed innovative key features for instant meetups, driven by user data and research, resulting in a **3x user retention increase**.
- Conducted UX audits and heuristic evaluation to Identify and **resolve 10+ major UX issues** in the early-stage app, enhancing navigation and user flows, and **elevating user satisfaction by 40%**
- Collaborated closely with PMs and engineers to develop an agile product roadmap in a fast-paced startup setting.

UX/UI Design Intern / DeFiner Labs
July 2023 - Feb 2024; Palo Alto, CA / Fintech, Blockchain

- Redesigned ZooEx's **DeFi ecosystem** to improve crypto trading experience and transparency, achieving a **30% hike in successful transitions and a 60% reduction in user-reported issues**.
- Built a scalable **design system** from scratch for 6 DeFiner's Web3 products with **200+ components**, interaction patterns, color and typography, **boosting design team efficiency by 30%**.

Product Designer / FlashParking
Jan 2022 - Jan 2023; Chicago, IL / EV, Mobility, IoT

- Created an indoor AR navigation app to help drivers find the car in the parking structure by use of bluetooth beacon technology, achieving **a 98% user satisfaction rate**.
- Led **30+ user interview, surveys and usability testing** to identify user pain points of 2D navigation and opportunities for AR, translating research findings into actionable design solutions for seamless car-finding experience in Figma for the team.
- Introduced and designed a dynamic, user-friendly pricing structure for on-demand EV charging pricing policy, resulting in a **26% increase in activation conversions**.
- Facilitated **10+ workshops** for the cross-functional team to integrate EV charging booking feature into ParkWhiz app, redesigned the information architecture for enhanced navigation.

UI/UX Design Intern / BrainCo
Aug 2021 - Nov 2021; Boston, MA / Biotech, Wearable, IoT

- Launched **6 Brain-Computer Interface (BCI) games** within the Yibobo App to train focus for children aged 4 to 12, which is used by **30,000+ users** and adopted by several therapy centers.
- Conceptualized and prototyped the gameplay system, user interactions, storylines, and environment for level-based puzzle games based on insights from neuroscience research.
- Facilitated gameplay testings and collaborated with the Quality Assurance team to fix bugs and optimize game mechanics.