Joyce Yu

Product / UX / UI Designer

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Experience

Leah Wellness

UX Designer I Oct 2023 - Current

- **Leading the UI/UX design** of the login and onboarding processes for an AI-driven healthcare web app
- Collaborating with the product manager for strategic business decision-making
- Communicating design solutions with engineers through user flow, information architecture, and prototypes

Google

UX Design Intern I Jun 2022 – Sep 2022

- **Led the design** of a new fitness feature for the Fitbit App from scratch
- Conducted 8 Subject Matter Expert interviews with Fitbit fitness coaches to deliver a feasible user flow, which **impacted Fitbit's next-gen App**
- Performed 5 usability testing sessions and authored research reports with the UX researchers, which are now utilized by other product areas such as Pixel, and **resulted in a 50% reduction in turnaround time**

Capgemini (IT Consulting)

UX Designer I May 2020 - Jul 2021

IKEA (Client)

- Contributed to IKEA's **global design system** and was exclusively responsible for the **icon redesign** of the Food Mobile App, consistently reused in later iterations
- Successfully shipped the Food Mobile App to all 30+ IKEA stores in China, used by **over 1 million customers**, leading to **an 89.7% boost in conversion rate**

McDonald's (Client)

- Redesigned the UI and user flow for an enterprise-level tool and **increased initiative productivity by 30%**
- Communicated design concepts through wireframes and interactive prototypes

UISEE Technology

UX Design Intern I Jul 2019 - Dec 2019

- Contributed to the design and usability testing for a self-driving automotive

Projects

Microsoft Teams Whiteboard

Microsoft Capstone project I UX Designer I Sep 2022 – Jun 2023

- Implemented live agenda features into Teams Whiteboard with **accessible design** principles to better serve D/deaf and hard of hearing (DHH) individuals
- Conducted 7 brainstorming sessions and 3 co-design sessions to gather insights from users and improve the inclusivity for the DHH group

Bayer ByePest

Bayer Freelance project I UX Designer I Feb 2021 – Sep 2021

- Successfully **designed and shipped** a healthcare product from 0 to 1, including the mobile App and operation management platform
- **Built the design system** to align user experience across different platforms

Education

University of Washington

Master of Science

Sep 2021 - Dec 2023
Human Centered Design & Engineering

Southeast University

Bachelor of Engineering

Aug 2016 - Jun 2020
Software Engineering

Skills

Design

User Experience Design
Interaction Design
Visual Design
Mobile Design
Web Design
Design System
Service Design
Accessible Design
Information Architecture
User Flow
Wireframing
Prototyping

Research

Survey
Field observation
Content Analysis
Journey Mapping
Storyboarding
Competitive Analysis
User interview
Data Analysis
Usability Testing
Heuristic Evaluation
A/B Testing

Tools

Figma
Sketch
Adobe Creative Suite
Illustrator
InDesign
HTML/CSS/JS