

# Christina Yu

## PRODUCT DESIGNER

SF based product designer with a background in concert piano and fine arts, I craft captivating digital experiences that engage and delight users, combining creativity and user-centered principles.

## CONTACT

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## EDUCATION

### General Assembly

JAN 2023 - APR 2023

User Experience Design Immersive

### University of the Pacific

AUG 2018 - MAY 2022

B.A. Piano

## SKILLS

### Design

Wireframing  
Rapid Prototyping  
Design Research  
Storyboarding  
User Flow  
Affinity Diagramming  
Information Architecture  
Visual Design

### Tools

Figma  
Adobe Suite (*Sketch, Premiere, Photoshop, XD, Audition*)  
User Testing  
Optimal Workshop  
Miro  
Asana  
Maze

### Code

Basic knowledge of HTML/CSS

## PROJECTS

### PRODUCT DESIGNER | Toddle

MAY 2023 | 6 WEEKS

Led the development of a user-friendly interface for a B2C mobile app catering to the daycare industry, serving a user base of over 1000 individuals.

Conducted user research by engaging with 20 daycare owners through qualitative interviews and quantitative surveys.

Performed thorough C&C analysis of eight existing caretaker apps, identifying their strengths and weaknesses, utilized findings to prioritize features and devise strategies to differentiate our app in the market.

### LEAD PRODUCT DESIGNER | Design Packs - Shopify

March 2023 | 4 WEEKS

Managed team of 3 members, coordinating research, design, and delivery efforts for the redesign of an online store builder app on the Shopify platform.

Conducted 8 rounds of usability testing with a diverse user base of 10+ Design Packs users, gathering valuable insights and iteratively improving the app's user experience.

Utilized design systems such as Polaris to create visually appealing and consistent icons for the web redesign, ensuring a cohesive and professional user interface.

### UX DESIGNER | DIY HIVE - The Home Depot

FEB 2023 | 4 WEEKS

Spearheaded the successful re-design of a DIY mobile app, resulting in a remarkable 36% improvement in customer satisfaction.

Led and facilitated collaborative design studios, where innovative UI designs were ideated and implemented into wireframes and high-fi prototypes.

Actively engaged with a diverse group of 20+ DIY builders, incorporating their valuable feedback to ensure a high customer satisfaction rate.

Leveraged UX writing and content design principles to craft concise and impactful content, enhancing the overall user experience of the app.

## EXPERIENCE

### PRODUCT DESIGNER | CorgiAI (YC 23)

SAN FRANCISCO, CA | JUN 2023 - PRESENT

Accelerated the launch of the CorgiAI website by 20% through efficient user insights synthesis and design process optimization within a 1-month timeframe, surpassing the initial project estimate.

Spearheaded UX consultations and conducted weekly design meetings, fostering a 30% boost in cross-functional collaboration sharing among teams, enhancing project timelines and design outcomes.

Led the redesign of the payment workflow, resulting in a 20% increase in user satisfaction and a 15% improvement in task completion efficiency.

### PRODUCT DESIGNER | Design Packs - Contract

SAN FRANCISCO, CA | FEB 2023 - MAY 2023

Collaborated on a cross-functional team to drive improvements in the learnability and discoverability of Shopify, focusing on enhancing the user experience for both consumers and sellers.

Engaged with a diverse user base of 30+ Design Packs users, offering personalized templates and a code-free website builder to cater to their specific needs and preferences.

Modernized the Design Packs landing page, demo page, and template page by leveraging insights gathered from user research.