

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

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 | Corgi Analytics - Corgi Labs

Q4 2023 | 8 WEEKS

Orchestrated the re-design of the Corgi Analytics web-app, achieving a streamlined onboarding process and introducing a dashboard enriched with 6+ new features.

Facilitated dynamic design studios to foster collaboration, resulting in innovative UI designs translated into detailed wireframes and high-fidelity prototypes.

Engaged proactively with a diverse cohort spanning online banking and e-commerce sectors, integrating their feedback to consistently uphold high customer satisfaction levels.

Applied UX writing and content design principles to craft concise and impactful content, resulting in a 20% increase in user engagement and significantly enhancing overall app usability and user experience.

PRODUCT DESIGNER | Toddle

Q2 2023 | 6 WEEKS

Spearheaded the creation of a user-friendly interface for a B2C mobile app tailored to the daycare industry, supporting a user base exceeding 1000 individuals.

Conducted thorough user research with 20 daycare owners through qualitative interviews and surveys, informing actionable design insights.

Conducted a thorough analysis of eight existing caretaker apps to identify strengths, weaknesses, and prioritize features strategically. Applied insights to effectively differentiate our app in the market.

LEAD PRODUCT DESIGNER | Design Packs - Shopify

Q1 2023 | 4 WEEKS

Led a team of 3 members in orchestrating research, design, and delivery phases for the overhaul of an online store builder app integrated with the Shopify platform.

Conducted 8 rounds of usability testing with 10+ Design Packs users, extracting valuable insights to enhance the app's user experience iteratively.

Employed design systems like Polaris to develop visually compelling and uniform icons for the web redesign, ensuring a seamless and polished user interface.

EXPERIENCE

PRODUCT DESIGNER | Corgi Labs (YC 23)

SAN FRANCISCO, CA | APRIL 2023 - PRESENT

Accelerated the launch of the Corgi Labs 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 - Internship

SAN FRANCISCO, CA | JAN 2023 - APRIL 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.