



# JIEYU YANG

## PRODUCT/UX DESIGNER

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London UK

## SKILLS

User-Centric Design	Accessibility
Visual Design	Strategic Thinking
User Interview	Attention to Detail
Information Architecture	Project Management
Interaction Design	Scope Management
Wireframing & Prototyping	Time Management
Stakeholder Communication	Responsive Design
Mobile Design	Design System
Figma	

## EDUCATION

### Interaction Design (MFA)

California College of the Arts  
San Francisco, CA  
2015-2018

### Business Administration (BS)

University of Wisconsin  
Superior, WI  
2010-2012

## WORK EXPERIENCE

### DataStax - Product Designer

California, USA (Mar. 2021-Aug. 2022) London, UK (Aug. 2022-present)

Project: [Astra Block](#) [Astra Account Deletion](#)

- Led the end-to-end design and launch of a world class product called Astra Block, resulting in a 9% surge in user registrations. Worked with engineers to embed cryptographic features, directly contributing to a 15% improvement in data interaction.
- Served as the design lead, partnering closely with Product Managers to ensure seamless alignment between design goals and overarching product roadmaps and feature prioritization, and go-to-market strategies. Led focused design sprints and user experience workshops, designed over 12 products/features that have been integrated into our flagship product, Astra and significantly increased user growth.
- Been a key player in cultivating a strong design culture within the company. Through leading continuous interviewing, resulting in a 25% increase in design team satisfaction according to internal surveys.

### Yahoo - Product Designer

California, USA

Feb. 2019-Feb. 2021

Projects: [New Onboarding Experience](#) [Legacy Product Update](#)

- Designed a transformative onboarding and purchasing experience for small business owners, effectively merging legacy and next-generation products for a streamlined and efficient user journey.
- Created new onboarding and purchase experience for small business owners, successfully provided clean and effective solutions to merge legacy products and new generation products.
- Took full ownership of designing Business Plan Creator product and provided an end to end experience to customers.

### Google -UX Research Assistant

California, USA

Sep.2018 - Nov.2018

- Worked to enrich data set for algorithm development for the Nest team.
- Worked closely with the engineering team to build tools to gather user feedback and develop plans for user testing.

### USA TODAY - Product Design Intern

Washington, DC, USA

June.2018 - Sep.2018

Project: [Mobile Home Page Redesign](#)

- Collaborated with Product Manager to redesign the mobile web homepage of USA Today, including reorganizing the headlines and changing the placement of advertisements.