

Yen Phoaw

Product Designer

Senior Staff Product Designer | Intuit

Jan 2025 - Present, San Francisco, CA

Intuit QuickBooks (Present)

- Design Leader for the QuickBooks Workforce Solutions "Done-for-You" pillar, ensuring a consistent and delightful experience across seven agentic experience tracks.
- Lead design vision, strategy and execution for the Payroll Agent platform, which empowers users to automate payroll data ingestion via agentic workflows.
- Co-lead the Payroll Agent adoption strategy, partnering with GTM/Product/Eng to scale the platform from 0 to 2,600 active users in just four months.

Staff Product Designer | Intuit

Jan 2024 - Dec 2024, San Francisco, CA

Intuit QuickBooks (May 2023 - Dec 2024)

- Led design for the entire QuickBooks Time capability (Timesheets, Time Clock, settings, and approvals) team of 3 product designers.
- Successfully migrated users to new, QuickBooks ecosystem-aligned experiences, which reduced overall time on task by 5% and consistent platform level experiences.
- Time migration was executed with minimal friction, ensuring customer complaints did not breach the threshold of 5% for all features.
- Pioneered use of vibe coding tools to rapidly prototype timesheet design options on the team and published code for real time user testing.

Intuit TurboTax (Jan 2023 - April 2023)

- Led the design of Credit Karma X TurboTax onboarding and mobile-first consent experiences, driving a 44% increase in user start rates, a 9% increase in consent rates, and a 5% revenue lift per customer.
- Redesigned TurboTax tax articles, boosting overall top-of-funnel conversion by an average of 3% across newly launched features
- Successfully baselined all high-impact designs (consent flows and TurboTax tax articles, across the entire TurboTax and Credit Karma ecosystems.

Senior Product Designer | Intuit

Jul 2021 - Dec 2023, San Francisco, CA

Intuit TurboTax (Nov 2022 - Dec 2023)

- Led the end-to-end redesign of the high-volume TurboTax checkout platform (43 million users), modernizing the experience and reducing user friction to optimize conversion.
- The new single-page responsive experience generated a 0.8% conversion increase (3.5 million additional users) and a 3% lift in revenue per customer.
- Defined the platform as a centralized, scalable foundation that standardized the UX for all cross-functional teams integrating future TurboTax monetization strategies.

Intuit Brand (Jul 2021 - Oct 2022)

- Led the overall UX strategy and deliverables for Intuit's Brand organization, designing new, system-aligned edutainment experiences for QuickBooks Connect that delivered a 12% increase in NPS and a 5% brand lift..

Design Strategist + User Researcher | Gensler - Agency

May 2018 - Jun 2021, San Francisco, CA

- Designed, developed, and validated a high-fidelity digital resource intranet prototype for Intel's Corporate Strategy Team—optimizing the organization and distribution of 1200+ assets via comprehensive stakeholder interviews and user testing.

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Education

University of California, Irvine

Masters of Human Computer
Interaction and Design (GPA 4.0)
Aug 2019-Sep 2020

Harvard Graduate School of Design

Masters of Architecture
Aug 2014-May 2018

Skills

Research

User Interviews/Surveys · A/B Testing
· Personas · User Journeys · Task
Analysis · Competitive Analysis ·
Heuristic Evaluation · Cognitive
Walkthrough · Data Analytics

Design

Wireframing · UI Design · User Flows
· Design systems · Motion Design ·
Illustration · UX Writing · Concept
Sketching · Prototyping · Vibe coding

Tools

Figma · Sketch · Adobe XD ·
HTML/CSS · Invision · Adobe Creative
Suite · Usertesting · Marvin · Vercel

Recognition

Activision X Adobe Creative Jam
2021

4th Place finish among 305 teams

Harvard GSD Merit Scholarship
2014-2018
Top 5% of Cohort