

# HOWIE YUAN

Senior Product Designer

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## PROFILE

Multidisciplinary senior product designer with a foundation in psychology and design, specializing in translating complex problem spaces into intuitive, scalable experiences. I use AI-powered prototyping to validate design decisions early, accelerate iteration cycles, and align cross-functional teams around evidence-based solutions. Known for systems thinking, clarity in ambiguity, and delivering experiences that balance user needs with business impact.

## EXPERTISE

End-to-end product design  
AI training and skill building  
Design systems and scaling  
User research and usability  
Cross-functional collaboration  
Design thinking  
Project and team management  
Brand and business strategy

## TOOLS

Figma · Adobe Creative Suite · Miro · Claude · ChatGPT · Dovetail · Gong · Pendo · Jira

## PROJECT TYPE

SaaS  
Consumer and business facing products  
Dual-market product  
Web, mobile, tablet

## LANGUAGES

Mandarin: Native  
English: Fluent

## EXPERIENCE

May 2026

Aug 2023

### Senior Product Designer · Restaurant365

Full-time · Remote

- Brought new revenue stream to market for Restaurant365's payroll product as the sole designer across payroll, tax, and HR compliance, supporting growth from 151 to 220 clients and 13.4K to 18.6K paid employees.
- Reduced risk and accelerated customer adoption by translating complex regulations into clear, guided experiences with auditable controls and plain-language explainers.
- Reduced user errors, simplified decision points, and cut escalated tickets 71.5% (256 to 73), while improving payroll efficiency 15.8%, by redesigning core onboarding and deductions workflows.
- Planned, conducted, and synthesized user interviews, surveys, and usability tests to validate design decisions with operators and payroll admins. Ultimately reduced engineering rework.
- Evolved the design system and pattern library, improving consistency across platforms and accelerating delivery, taking into consideration the nuances of multiple product lines.
- Established AI and agentic workflows into the design process. Interactive prototypes and dev-ready deliverables improved time to market.

Aug 2023

Apr 2022

### Lead UX / UI Designer · Trufl App

Full-time · Los Angeles, CA

- Owned end-to-end UX/UI design for Trufl Partner & Manager (SaaS, mobile and tablet) and Nothing's open (web-based, dual-market), covering wireframing, flow diagrams, design system, prototyping, and high-fidelity mockups. Increased task success rate from 56% to 90%.
- Conducted user research through surveys, usability testing, and interviews to drive iterative design enhancements. Solutions received an average rating of 4.68/5 from 17 participants.
- Built new branding guidelines and redesigned the Trufl websites to strengthen brand consistency.

Nov 2021

May 2021

### Industrial Designer · Jool Baby Products

Contract · Lakewood, NJ

- Took four consumer products (formula container, bath thermometer, portable urinal, feeding bottle) from concept to production, owning 2D/3D ideation, mock-ups, user testing, and cross-functional handoff.

May 2021

Mar 2021

### Product Designer · Olive Tree People

Contract · Santa Monica, CA

- Designed a wearable band that bridged hardware and companion app, through persona work, 3D modeling in Rhino, and analytics-informed prototype testing.

May 2018

Nov 2017

### Industrial Designer · Hisense R&D

Intern · Qingdao, China

- Contributed to ideation, prototyping, and design reviews across four projects. One was manufactured and sold on the JD platform.

## EDUCATION

Jan 2022

**ArtCenter College of Design** *Pasadena, CA*  
MS, Industrial Design and System Innovation

Jun 2017

**University of Liverpool** *Liverpool, UK*  
BEng, Industrial Design, with Honors

Jun 2015

**Xi'an Jiaotong-Liverpool University** *Suzhou, China*  
BEng, Industrial Design, with Honors