

Chelsey Yin

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Product Designer with 4+ years of experience across FinTech, PropTech, Digital Entertainment, and Architecture. Specialized in navigating high-complexity systems, I apply design thinking and data-driven approaches to fuel measurable business growth, delivering user-centric, intuitive designs through a strategic, ROI-focused lens.

Experience

Independent Product Designer - New York, NY

Jul 2023 - Present

Freelance/Contract | Product Designer

- Led a design sprint for Philo Homes to transform an AI-powered home design app, partnering with founders to deliver end-to-end design handoff and high-fidelity MVP mockups in Figma that facilitated high-stakes investor demos.
- Established the visual identity and UX strategy for a pre-seed token launch concept, developing custom data dashboards and UI libraries to translate multi-layered tokenomics into intuitive, market-ready layouts.
- Conduct quantitative research and product analysis to map intricate financial logic into seamless interaction patterns, streamlining onboarding flows for emerging FinTech initiatives through iterative prototyping.

AscendEX - New York, NY

Jan 2023 - Jun 2023

FinTech | Product Design Intern

- Enhanced institutional trading interfaces and order execution workflows for Perpetual Futures, supporting complex data visualizations for a leading centralized exchange with \$1B+ average daily volume.
- Delivered 4+ retail and enterprise features across web and mobile, including Private Client Services SaaS portal, Single Sign-On, and payment gateways, serving 1M+ global users across 150+ countries.
- Redesigned platform homepage and information architecture to unify product suites, asset pairs, and IEO listings, dissolving product silos and contributing to a 21% uplift in weekly new registrations.

2Lab3 - New York, NY

Sep 2022 - Dec 2022

Entertainment Software | UX/UI Design Intern

- Owned early-stage product initiatives at a B2B/B2C startup (acquired by PAVS in 2023), designing responsive web experiences, interactive prototypes, and a scalable design system with brand-aligned components.
- Designed core user flows, incentive models across gamified ecosystems and led the visual strategy for 500+ unique digital collectibles, driving user activation, engagement loops, and market expansion across LATAM and SEA.

Stephen B. Jacobs Group - New York, NY

Aug 2019 - Dec 2021

Architecture | Interior Designer

- Managed full-cycle design for 10+ award-winning projects, collaborating with architects, engineers, consultants, and clients to synthesize complex user needs into intuitive spatial frameworks, balancing technical requirements, cost, timelines, and experiential quality at scale to ensure design excellence in execution and stakeholder buy-in.

Other Design Experience - New York & Shanghai

Jun 2015 - May 2019

Architecture & Interior Design | Design Intern

- Delivered human-centered design across 4 global firms (FXCollaborative, Homepolish, Progetti Associati, BDP), integrating research insights and feedback analysis into detailed construction documentation, optimizing usability and accessibility through constraint-driven iteration for large-scale commercial projects.

Education

Columbia University - New York, NY

2021 - 2022

Executive Education Certificate in UX/UI Design (Columbia Engineering)

Pratt Institute - Brooklyn, NY

2015 - 2019

Bachelor of Fine Arts (BFA) in Interior Design

Case Western Reserve University - Cleveland, OH

2014 - 2015

Undergraduate Coursework in Physics, Mathematics, and Computer Science

Tools

Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Firefly, XD), Sketch, Framer, ProtoPie, Axure RP, Principle, Uizard, Miro, Zeplin, Jira, Confluence, ClickUp, Trello, Keynote, Rhino 3D, 3ds Max, AutoCAD, Spline, Webflow, WordPress, Wix, HTML, CSS, JavaScript

Skills

Product Strategy & Research: User-Centered Design (UCD), Growth Design, Persona Development, Information Architecture (IA), User Research, User Interviews, Heuristic Evaluation, Qualitative/Quantitative Research, Data Visualization, Data Analysis, Competitor Analysis, Product Strategy, Value Proposition, Customer Journey Mapping, User Flows, Feature Prioritization, Usability Testing, A/B Testing

Design Execution: Product Design, Interaction Design, iOS/Android Native Design, Responsive Design, UI Design, Design Systems, Component Libraries, Design Specifications, Wireframing, Rapid Prototyping, Interactive Prototyping, AI Prototyping, Motion Design, Microcopy, UX Writing, Content Strategy, Visual Design, Graphic Design, Brand Design, Ideation, 3D Modeling & Rendering

Collaboration & Leadership: Leadership, Mentorship, Sprint Planning, Design QA, Design Thinking, Systems Thinking, Analytical Thinking, Structured Problem Solving, Agile, Scrum, Lean UX, Cross-Functional Collaboration, Design Handoff

Standards & Impact: WCAG (Accessibility), Conversion Rate Optimization (CRO), Marketing Assets

Awards

Brick in Architecture Awards - Silver

2020

BUILD Magazine Awards - Recognized Experts in High-Rise Architecture

2019