

Xiang Yu

Product Designer San Francisco Bay Area 413-559-1231 yuxsean@gmail.com www.usean.co linkedin.com/in/usean

PRODUCT DESIGN EXPERIENCE

Block Party Productions (a leading hospitality platform)

San Francisco
03/2022-Present

Product Design Lead, Website Redesign;

- **Led the redesign of the website for a local restaurant group:** Identified key personas and pain points, showcased five event venues and catering services to drive traffic conversion, resulting in a 40% increase in qualified inquiries by redesigning the user journey to reduce decision-making friction within the first month of launch.
- **Developed a Webflow-powered website:** Implemented a comprehensive design system under a consistent brand impression, delivered responsive performance tailored to devices, and streamlined navigation to a lead generation form that facilitates easy booking flow.
- **Led cross-functional stakeholders collaboration:** Worked together with the company CEO to drive alignment on business goals and solutions, incorporated feedback from different stakeholders into design and development.

Killiney Kopitiam (an international chain restaurant)

San Francisco
11/2024

Product Designer and Developer, Digital Conversion Initiative;

- **Led the design of pre-opening engagement:** Thoroughly studied target user behavior, designed a Webflow-based signup page to drive traffic prior to opening, leading to 2,200+ signups within three months.
- **Orchestrated online marketing initiatives:** Integrated marketing leads with Mailchimp to deliver seamless marketing campaigns & set up personalized invitations for future events.

Kylie Paper Co. (an online stationary shop)

San Francisco
09/2023-11/2023

Product Designer, E-Commerce Transformation;

- **Redesigned the digital experience:** Conducted in-depth user research, worked closely with cross functional stakeholders to implement data-driven design solutions, resulting in a 27.6% increase in seasonal revenue.
- **Improved the checkout experience:** Reducing friction in the checkout process through offering intuitive navigation and auto filling information, driving an 18.3% increase in conversion rates and a 36.2% improvement in customer retention.
- **Conducted user interviews** with 15+ customers and analyzed heatmap data to identify checkout pain points. Developed wireframes, prototypes, and mockups.

OTHER PROFESSION EXPERIENCE

CAC Architects, Senior Designer

San Francisco, 04/2021-Present

- **Applied user-centered design principles** to life sciences, biotech, and data center projects, delivering strategic and viable solutions that balance user needs with technical constraints for clients including Pfizer, Nvidia, Healthpeak and Kilroy.
- **Direct cross-functional collaborations**, managing teams of 10+ members and developing strategic project roadmaps to ensure high-quality designs are delivered on time and within budget, backed by rigorous quality control measures.
- **Mentor and coach junior designers**, providing one-on-one guidance to over five team members, leading training workshops, and fostering a culture of continuous learning and professional growth.

Apeiro Design, Experience Designer

San Francisco, 11/2016-01/2021

- Spearheaded immersive experiences design for premier entertainment venues, collaborating with global brands including Cirque du Soleil, Franco Dragone, Sunac, LACMA, and Salesforce.
- Collaborated closely with multidisciplinary teams, integrating cutting-edge technology to craft engaging and visually dynamic environments for diverse audiences.

EDUCATION

University of Massachusetts Amherst - Master of Architecture - Foundation in user-centered spatial design and systems thinking

SKILLS

User Research & Testing, Product Strategy, Interaction Design, Usability Testing, Data-Driven Design, Design Systems, Responsive Design, A/B Testing, Information Architecture, Branding, HTML/CSS/JS, Cross-functional collaboration

TOOLS

Figma, Webflow, Sketch, AI Agents, Adobe CC, Miro, Notion, Rhino, Grasshopper, 3D Rendering, VR/AR