

JINYAO OUYANG

www.jinyaodesign.com
katherineoyjy@gmail.com
425.500.4866

SUMMARY

Product Designer with 3+ years of experience owning end-to-end e-commerce design across Shopify, Amazon, and Wayfair. Specialized in conversion-focused UX, content design, and data-informed optimization, with proven impact on engagement, checkout performance, and organic growth.

EXPERIENCE

Product Designer

Yili US Industrial (E-commerce) | Grand Rapids, MI | Feb 2023 - Present

- Owned end-to-end e-commerce UX across Shopify, Amazon, and Wayfair, covering discovery, product detail, and checkout flows.
- Redesigned core user journeys, driving 67% increase in engagement and 20% improvement in checkout conversion.
- Led usability testing and A/B experiments using Google Analytics, resulting in 30% uplift in key interaction metrics.
- Built scalable design systems and content guidelines to ensure consistency across multi-channel customer touch points.
- Partnered with cross-functional teams to deliver SEO-driven content layouts, contributing to 50% organic traffic growth within three months.

Graduate Student UX Designer Lead

TEAGUE | Bellevue, WA | June 2022 - Dec. 2022

- Developed SaaS UX strategies and service design improvements, enhancing WebVR usability and client workflows.
- Conducted user-centered research and presented journey insights aligning with stakeholder business goals.

UX Designer

Guangzhou Silkroad (B2B SaaS) | Guangzhou, China | Aug. 2020 - Aug. 2021

B2B SaaS platform serving real estate clients.

- Conducted user research and journey mapping to identify workflow inefficiencies.
- Facilitated co-design workshops with stakeholders, improving client retention and satisfaction.

SELECTED SIDE PROJECTS

AI Trip Planner

Product Concept Exploration | 2024 – Present

- Designed a context-aware travel planning concept that adapts recommendations based on user intent, constraints, and decision stage, focusing on cognitive load and trust in AI-assisted outputs.

Cha Yan Yue Se Global Ordering Experience (North America)

Market & Product Exploration | 2024 – Present

- Enterprise-scale ordering system for a leading Chinese tea brand entering the US market
- Explored localization and digital ordering UX for a consumer brand entering the North American market, focusing on menu structure and onboarding.

EDUCATION

University of Washington

Seattle, WA | 2021 - 2023

MS in Tech Innovation

South China University of Technology

China | 2016 - 2020

BE in Industrial Design
Interaction Design track

SKILLS

UX/UI Design:

Wireframing, Prototyping, Design Systems, Responsive Web & Mobile Design

E-Commerce UX:

Checkout Flow Optimization, Multi-Channel User Journeys (Shopify, Amazon, Wayfair), Content Design

Research & Analytics:

Usability Testing, A/B Testing, Journey Mapping, Funnel Analysis, Google Analytics

Brand & Visual Design:

Logo Design, Packaging, Marketing Visuals, SEO Layouts

Tools:

Figma, Adobe Creative Suite (XD, Photoshop, Illustrator, Premiere), Sketch, HTML/CSS, Python (Data Analysis)

Collaboration & Strategy:

Cross-Functional Workshops, Design Documentation