

Yutian Wu

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EXPERIENCE

Jefit Inc,

B2C fitness platform with 20M+ users worldwide, focused on workout planning and tracking

Nov 2022 - Present, Santa Clara, CA

Product Designer

Drove **~70% YoY revenue growth** by redesigning onboarding and paywall experiences, identifying key conversion drop-offs, and validating solutions through iterative A/B testing.

Improved new user activation (~45%) and 7-day retention (~20%) by restructuring core user flows and simplifying early user interactions.

Launched an AI-powered progressive training system, **driving ~65% adoption** among paid users and unlocking incremental revenue.

Led product rebranding and built a scalable design system, accelerating design-to-engineering workflows.

Ourdate

A Dating App

Sep 2022 - Nov 2022, Remote, USA

Product Design Intern

Designed end-to-end MVP flows for matching and scheduling, turning early product concepts into high-fidelity prototypes.

Validated interaction flows through usability testing and rapid iterations, improving clarity and task completion in key user scenarios.

The Marine Mammal Center

Apr 2022 - Aug 2022, Remote, USA

Product Designer (Master's Capstone Project)

Conducted 5 user interviews and analyzed insights from 60+ surveys. Built and tested an interactive tablet prototype onsite, receiving positive feedback on donation intent and animal story comprehension.

Duoyi Network

Jul 2020 - May 2021, Guangzhou, China

Project Manager

Led a 16-person UI team to launch mobile game GUI updates, managing project timelines, deliverables, and cross-functional coordination.

EDUCATION

California College of the Arts

2021 - 2022, San Francisco

Human-computer Interaction, Master of Design

Southeast University

2016 - 2020, China

Product design, Bachelor of Arts

SKILLS

Figma, Principle, Adobe Creative Suite, AI Prototyping (v0, Lovable, Claude)

User Experience Design, Wireframing, Prototyping, User Flows, Information Architecture, Design Systems, A/B Testing, User Research, Competitive Analysis, AI-Assisted Workflows, Frontend Collaboration