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

Led redesign of onboarding and paywall experiences, **driving ~70% YoY revenue growth** by addressing 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.

Implemented **AI-assisted asset workflows** to generate and iterate on 100+ visual assets, accelerating visual production

Led product rebranding and built a scalable design system, improving cross-product consistency and reducing design–engineering handoff friction.

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, AI Prototyping (v0, lovable, claude AI), Principle, Adobe Creative Suite

Wireframing, Prototyping, User Flows, Information Architecture, Design Systems, UX Specs and Handoff, Usability and A/B Testing, User Research, Competitive Analysis, Generative AI, Frontend Collaboration