

# Yutian Wu

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## EXPERIENCE

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### JEFIT Inc. • B2C fitness platform, 20M+ users worldwide

Nov 2022 — Present

Product Designer

Santa Clara, CA

- Redesigned end-to-end onboarding flow, driving ~70% YoY revenue growth and surfacing previously hidden conversion drop-offs through 20+ A/B tests across iOS and Android.
- Improved new-user activation by 45% and 7-day retention by 20% by restructuring the early user journey and simplifying core interaction patterns.
- Led 0→1 design of AI-powered progressive training system; achieved 65% adoption among paid users in first quarter, opening a new revenue line.
- Built internal tooling to scale design system maintenance — automating audit checks for layer hygiene, component consistency, and accessibility across the team's design files.
- Owned design across iOS, Android, and watchOS, shipping consistent core experiences while adapting to each platform's conventions.

### Ourdate • Dating app startup

Sep — Nov 2022

Product Design Intern

Remote, USA

- Designed end-to-end MVP flows for matching and onboarding; translated product concepts into high-fidelity prototypes adopted into the launch build.

### Duoyi Network • Mobile game studio

Jul 2020 — May 2021

Project Manager

Guangzhou, China

- Led a 16-person UI design team across multiple mobile game titles, owning design quality, delivery timelines, and cross-functional alignment with engineering and product.

## EDUCATION

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### California College of the Arts

2021 — 2022

Master of Design, Human-Computer Interaction

San Francisco, CA

- Capstone with The Marine Mammal Center: built an interactive tablet prototype to surface patient stories, increasing donation intent. Conducted 5 user interviews and analyzed 60+ surveys.

### Southeast University

2016 — 2020

Bachelor of Arts, Product Design

Nanjing, China

## SKILLS

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**Design** Product design, interaction design, design systems, prototyping, visual design

**Growth & Research** A/B testing, funnel analysis, conversion optimization, user research, usability testing

**AI-Native Workflows** Claude Code, ChatGPT for design and engineering collaboration; internal tooling and design system automation

**Tools** Figma, Framer, ProtoPie, HTML/CSS, Amplitude