

Yutian Wu

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Product Designer with 4+ years of experience designing products across AI, growth, and health & fitness. Specializes in end-to-end consumer experiences spanning onboarding, activation, and monetization, grounded in product strategy, systems thinking, experimentation, and cross-functional collaboration.

EXPERIENCE

Product Designer | JEFIT Inc

Nov 2022 – Present

B2C health & fitness platform (iOS & Android) · 20M+ users worldwide

Santa Clara, CA

- Led onboarding and monetization strategy through continuous A/B testing and experimentation, **increasing paid conversion 2.2× (2.28% → 5.03%), tripling ARPU**, and contributing to **70% YoY revenue growth**.
- **Drove the 0→1 design** of an AI-powered adaptive training system that personalized workouts based on user performance, increasing adoption from **11% to 19% of WAU**, driving **16.5K+** AI-guided sessions per week.
- Redesigned core product experiences, simplifying information architecture and reducing friction to users' first workout, **increasing new-user activation by 45%** and **7-day retention by 20%**.
- Led the company **rebrand and rebuilt the design system** using scalable components and design tokens, establishing a cohesive visual language, while enabling more efficient AI-assisted design workflows.

Product Designer | Ourdate

Sep – Nov 2022

Dating app startup · Internship

Remote, USA

- Designed **3 core user journeys** across **25+ screens**, including onboarding, matching, and profile creation, for a 0→1 dating app, delivering production-ready MVP prototypes within 6 weeks.

Product Designer | The Marine Mammal Center

Apr – Aug 2022

Nonprofit wildlife rehabilitation organization · Master's capstone project

Sausalito, CA

- Conducted **on-site field research**, interviewing **5 stakeholders** and surveying **60+** visitors to uncover engagement opportunities and shape the end-to-end experience strategy.
- Designed an interactive storytelling experience that transformed complex rescue journeys into engaging narratives, encouraging donations and symbolic animal adoptions.

Project Manager | Duoyi Network

Jul 2020 – May 2021

Video game company · China Top 100 Internet Company

Guangzhou, China

- Led product planning and translated requirements into actionable workflows, coordinating recurring reviews across a 20-person team of designers, engineers, and game planners to ship new features.

EDUCATION

California College of the Arts · Master of Design, Human-Computer Interaction

San Francisco, CA

Southeast University · Bachelor of Arts, Product Design

Nanjing, China

SKILLS

Design & Strategy: Product Strategy, End-to-End Product Design, User Flows, Wireframing, UX/UI Design, Interaction Design, Information Architecture, Design Systems, High-Fidelity Prototyping, Visual Design, Accessibility

Research & Data: A/B Testing, Experimentation, Funnel Analysis, Conversion Optimization, Activation, Retention, User Research, Usability Testing, Data-Driven Decision Making, Survey Design, Journey Mapping, Product Analytics

AI & Prototyping: Generative AI, Claude Code, ChatGPT, Gemini, Cursor, Lovable, Bolt, v0, Figma Make, Figma MCP

Tools & Technical: Figma, Miro, Framer, Jira, Amplitude, GitHub, Tableau, HTML, CSS, JavaScript, Design Handoff