William (Wonjae) You

Product Designer · UI/UX Designer

wjyou.business@outlook.com · 778-828-1803 · Vancouver, BC · linkedin.com/in/williamyou · 1ju.design

PROFESSIONAL SUMMARY

Product Designer with 3 years of experience delivering user-centered design across e-commerce, SaaS, and service-focused startups. Skilled in the full design lifecycle — user research, persona development, journey mapping, wireframing, prototyping, accessibility-focused design, and developer handoff. Comfortable working cross-functionally with engineering and marketing teams to ship experiences that are both functional and delightful.

CORE SKILLS

UX & Research: User Research · Usability Testing · Personas · User Flows · Journey Mapping · Competitive Analysis · Information Architecture · Accessibility (WCAG)

Design: UI Design · Interaction Design · Wireframing & Prototyping · Design Systems · Responsive Design · Design Thinking

Tools: Figma · Adobe Illustrator · Photoshop · Miro · Webflow · HTML · CSS · JS

WORK EXPERIENCE

Freelance Product & Web Designer · Independent   *Aug 2024 – Present*

Vancouver, BC

– Designing and building the full website for ATMOS — a Vancouver-based environmental demolition company — in Webflow, navigating a dual-audience IA challenge: homeowners seeking project quotes and contractors evaluating subcontracting partnerships.
– Defined information architecture and user flows around key conversion goals, ensuring each audience reaches their relevant content without friction.

Product Designer · Pineapple Lab   *Sep 2022 – Dec 2023*

Vancouver, BC · Early-stage e-commerce startup, custom keyboards

– Led UX research — 8 user interviews, competitive benchmarking, persona development, and journey mapping — to redesign the e-commerce experience, reducing user frustration by 20% in usability testing.
– Prototyped an interactive 3D product customization feature with real-time rendering and sound, improving purchase intent by 30% in hi-fi prototype testing with 8 participants.
– Defined brand visual language and design system through stakeholder workshops, ensuring long-term consistency across all digital and physical touchpoints.

UX PROJECTS

Artour · Self-initiated · Accessible Museum & Gallery App   *Jul – Aug 2023*

– Conducted 5 user interviews and competitive analysis across 3 museum apps to identify accessibility and multilingual gaps in existing solutions.
– Designed two distinct user flows (in-person and virtual), ran two rounds of usability testing, and iterated based on findings — including a full redesign of the media screen navigation after 3 of 5 participants failed to locate a key feature.
– Delivered an inclusive mobile experience featuring audio translation, synchronized subtitles, text resizing, and image-scan search.

SF Fire Dept. Dispatch System · UX Hackathon (Protothon) · Enterprise SaaS Redesign   *May 2024*

– Conducted primary research under time pressure — including a live phone interview with an active Vancouver Police Department dispatcher — to ground design decisions in real workflow reality rather than assumptions.
– Led journey mapping and owned the dashboard and incident discovery UI, delivering end-to-end UX: research, user flows, wireframes, and hi-fi prototype within 30 hours.

EDUCATION & CREDENTIALS

B.A. Interactive Arts & Technology · Simon Fraser University, Burnaby, BC · June 2023

Google UX Design Certificate · Google · Oct 2024

Web Developer Bootcamp · Udemy · Sep 2024

Languages: English (Fluent) · Korean (Fluent)