

# William (Wonjae) You

Product Designer · UI/UX Designer

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## PROFESSIONAL SUMMARY

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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

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**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

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**Freelance Web Designer** · Independent

*Jan 2026 – Present*

*Vancouver, BC*

- Designing and building the full website for ATMOS, a Vancouver 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.

**Character & Product Designer** · Koish Sports

*May – Oct 2025*

*Shenzhen, China · Remote Contract*

- Designed a full character system for a Chinese sports brand including two mascots with distinct personalities, color systems, and expression sets for WeChat social media.
- Concepted and delivered the KOISH V2 pickleball paddle — competitor research, shape exploration, 3D modeling, and photorealistic rendering.

**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

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**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

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**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)