William (Wonjae) You

Product Designer · Brand Designer

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PROFESSIONAL SUMMARY

Designer with 3 years of experience across product design, brand identity, and digital execution. I work across the full design lifecycle, from user research and journey mapping through to visual craft, design systems, and final handoff. Comfortable owning projects end to end, from the first brief to shipped product. Bilingual in English and Korean.

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 · Brand Identity · Typography · Art Direction · Print & Digital

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

WORK EXPERIENCE

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.

Brand Designer · V+ Club Karaoke   *Feb – May 2025*
Richmond, BC

– Revitalized end-to-end brand identity across digital and physical touchpoints, driving a 35% increase in social media engagement.
– Designed bilingual English and Chinese menus and produced full marketing campaigns including posters, banners, and digital graphics, boosting foot traffic by 25%.

Brand Designer · ENK Construction Corp   *Aug – Oct 2024*
Richmond, BC · Contract

– Redesigned client-facing document templates and standardized corporate visual identity, reducing admin turnaround by 30%.
– Produced optimized print layouts for internal safety documentation, cutting paper usage by 20%.

Product & Brand 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, 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.
– Built the brand from scratch and defined the design system through stakeholder workshops, ensuring long-term consistency across all touchpoints.

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)