

William (Wonjae) You

Product Designer · UI/UX Designer
Vancouver, BC

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PROFESSIONAL SUMMARY

Product Designer with 3 years of experience across e-commerce, SaaS, and service industries. Owns projects end to end from user research and IA through UI design and handoff, with a track record of connecting design decisions to measurable user and business outcomes. Comfortable working across cross-functional teams with engineers, PMs, and stakeholders. Integrates AI tools into research synthesis, ideation, and production workflows. Bilingual in English and Korean.

CORE SKILLS

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

Design: UI Design · Interaction Design · Wireframing & Prototyping · Design Systems · Component Libraries · Responsive & Mobile Design · Visual Hierarchy · Typography

Tools: Figma · Miro · Webflow · HTML · CSS · JS · ChatGPT · Claude · Figma AI

WORK EXPERIENCE

Product Designer · ATMOS Environmental

Jan 2026 – Present

Vancouver, BC · Freelance

- Defined IA and user flows for a dual-audience website serving homeowners and commercial contractors, identifying that each group arrives with fundamentally different levels of intent and structuring the content hierarchy and entry points accordingly.
- Designed conversion-focused page architecture in Webflow with separate paths for residential inquiries and B2B partner outreach, including form submission, project gallery, and SEO configuration.
- Client confirmed all core business requirements were met and responded positively to the visual direction ahead of launch.

Product Designer · Koish Sports

May – Oct 2025

Shenzhen, China · Remote Contract

- Coordinated art direction and design decisions with the client's in-house design team in China to ensure cultural and community alignment, delivering a two-mascot character system with distinct personalities, colour systems, and expression libraries across WeChat sticker packs and branded goods.
- Researched pickleball paddle design trends across materials, form factors, and competitor products to inform the KOISH V2 paddle concept, delivering shape explorations and photorealistic 3D renders through the full concept phase.

Brand & Experience Designer · V+ Club Karaoke

Feb – May 2025

Richmond, BC

- Redesigned the end-to-end customer experience across digital and physical touchpoints including menus, posters, and social content, growing the Instagram following from approximately 300 to 500 and generating direct in-store inquiries about campaign events within 4 to 5 weeks of launch.
- Designed bilingual English and Chinese marketing materials in collaboration with the client's Chinese-speaking manager to ensure accurate translation and cultural appropriateness across all touchpoints, intentionally aligning visual language and messaging tone with the brand's primary demographic.

Visual Communication Designer · ENK Construction Corp

Aug – Oct 2024

Richmond, BC · Contract

- Redesigned client-facing document templates and standardised corporate visual identity across B2B materials for a Richmond construction firm, resulting in fewer client callback requests and direct positive feedback from the client on usability and visual quality.
- Produced print-optimised layouts for internal safety documentation, improving readability and reducing paper usage by 20%.

Founding Product Designer · Pineapple Lab

Sep 2022 – Dec 2023

Vancouver, BC

- Led UX research across 8 user interviews, competitive benchmarking, persona development, and journey mapping as one of the founding designers at an early-stage startup, establishing the research foundation for all subsequent product decisions.
 - Ran comparative usability testing against competitor products using structured tasks observed via Discord screenshare and feature-level rating scales with participants recruited from relevant enthusiast communities, achieving a 20% improvement in task performance scores relative to existing solutions.
 - Designed the full e-commerce website experience including homepage, product browsing, product detail pages, and checkout flow, translating research findings into a cohesive end-to-end shopping experience for a niche keyboard audience.
 - Prototyped an interactive 3D product customisation feature with real-time rendering and audio feedback, improving purchase intent by 30% in hi-fi prototype testing with 8 participants.
 - Built the design system and component library in close collaboration with the founder, establishing consistent visual standards across all digital touchpoints as the product scaled.
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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 unmet accessibility and multilingual needs, using findings to define two distinct user flows for in-person and virtual experiences.
- Ran two rounds of usability testing and iterated based on findings, including a full redesign of media screen navigation after 3 of 5 participants failed to locate a key feature.
- Delivered an inclusive mobile experience with audio translation, synchronised 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, grounding design decisions in real operational workflow.
- Led journey mapping and owned the data-heavy dashboard and incident discovery UI, delivering end-to-end UX across research, user flows, wireframes, and hi-fi prototype within 30 hours.

HiNeighbour (Hibor) · Academic UX Evaluation · University Social App

May 2023

- Conducted needs assessment interviews and think-aloud usability testing with 5 SFU students to evaluate a redesigned university social platform, running structured tasks across event joining, discovery, and creation flows.
 - Synthesised findings through affinity diagramming in Figma Jam, identifying that users prioritised event organiser credibility, distance, and itinerary details when deciding to join an event, and surfaced recurring friction points around icon confusion, map navigation, and inconsistent UI patterns.
 - Delivered prioritised redesign recommendations with comparative before/after UI mockups, including CTA relabelling, event creation discoverability, and consistency fixes across the event flow.
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EDUCATION & CREDENTIALS

B.Sc. 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)