

# Yan Wang

Full Stack Product Designer with 5+ years of UX expertise in emerging tech, specializing in Web3, AI, and SaaS. I thrive in 0-to-1 product development and crafting scalable design systems.

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Philadelphia, USA

## EDUCATION

### Rhode Island School of Design

Master of Landscape Architecture

2012–2014

### Central Academy of Fine Arts

Bachelor of Architecture

2007–2012

## AWARDS

Muse Design Awards Gold, 2025

## CERTIFICATIONS

d.MBA academy Design MBA Certificate

Codecademy Code Foundation Certificate

Maven Become an AI Designer

SheFi Web3 Certificate

All 9 certifications available on [LinkedIn](#).

## EXPERTISE

Product Design, Mobile & Web Design, Web Development, Prototyping, Visual Design, Design Systems, UI Engineering, Vibe Coding, UX Research, Interaction Design, Usability Testing, Motion Design, 3D Modeling & Visualization.

## TOOLS

Figma, Adobe Creative Suite, HTML/CSS, Javascript, Jitter, Webflow, Framer, Rhino, V0, Lovable, Bolt.new, Midjourney, Maze, hubspot, Google Analytics.

## EXPERIENCE

### Senior Product Designer, Validation Cloud

Jun 2023– Present

**Products, Design System & UX Foundations:** As the first design hire and leading designer, I led all design efforts, shaping the company's visual identity, branding, scalable design system, and high-quality digital products:

- **Staking | Web3 DeFi Platform:** Designed a multi-chain staking experience through 6+ iterations, driving \$1B+ in assets staked, 400% YoY growth, and \$3M in self-service via the UI. Gold Winner of MUSE Design Award.
- **Node API | Developer Tools:** Redesigned UX to simplify workflows and enhance usability, earning recognition as “the best Node API product”.
- **Data x AI | AI-Driven Data Analytics:** Work closely with CTO to create MVP designs that secured Series A funding and the first enterprise deal.

**Startup Growth Contribution:** Designed high-converting marketing assets, including an award-winning website, social posts, and BD Pitch Slides, supporting the company's growth from pre-seed to Series A as a top Web3 company.

**Leadership:** Hired the second designer, defining design culture, structured workflows, and fostering a strong design-engineering partnership to accelerate product development and pixel-perfect execution.

### Product Designer, VOC.ai

Apr 2023– Jun 2023

**Led a full company rebrand:** Redesigned branding, visuals, design system, and responsive company website. Within a week of launch, achieved a 158.9% increase in user growth, a 37-second increase in interaction time, a 7% boost in engagement rate, and a 162.7% rise in new user registrations.

**UX Optimization of an AI-Powered User Insights Platform | Shulex VOC :**

Redesigned the web app's homepage, onboarding experience, and optimized UI/UX for AI report generation.

### Product Designer, RECUR

Jun 2022– Apr 2023

**Design System & UX Foundations:** As the first and main designer for the product ‘RECUR Builder’, I established the design system, general UX docs to guide development, and best practices for future design teams.

**NFT No-Code Platform UX | RECUR Builder:** Led the entire design process from kick-off, ideation, prototyping to user testing, and final production, delivering intuitive solutions for NFT creation, distribution, sales, and post-analytics.

**Complex System Simplification & Roadmapping:** Defined key features and mapped 32 workflows, breaking them down into a structured roadmap. Worked cross-functionally to reduce NFT and Pack Creation from 7 to 4 steps.

### Freelance UI&UX Designer

Jun 2020– Jun 2022

**Entrepreneurial & End-to-End Design Expertise:** Led 7 projects across e-commerce, education, healthcare, finance, and VR/AR, blending strong visual design, UI/UX, with a founder's mindset to craft impactful solutions.

- **Mobile & Tablet UX | iDict:** Designed a learning app for young users, leading UI/UX, visual design, and interaction design with usability testing.
- **VR/AR Experience | Visualpathy Artroom:** Developed a VR art exhibition feature, driving UX strategy and rapid prototyping.
- **E-Commerce Startup Leadership | 100DAS:** Founded and designed an e-commerce platform, securing angel investment, building an 8-person team, and achieving profitability in 1.5 years.