Jinna Yu

jinnayu.com | linkedin.com/in/ejinnayu/ | e.jinnayu@gmail.com

EDUCATION

The University of Texas at Austin, Austin, TX   May 2021
Bachelor of Arts, Sociology, Minor in Business, UX/UI Design Certificate, McCombs School of Business

SKILLS

Technical Skills: Product Design, User-Centered Design, Research, Usability Testing, Information Architecture, Interaction Design, Design Systems, Responsive Design, Product Strategy, Wireframing, Prototyping, Accessibility, UI Design
Tools: Figma, Adobe XD, Miro, InVision, Adobe Photoshop, HTML/CSS, JavaScript, Shopify, Klayvio, Typeform, Webflow
Languages: Korean (Native Speaker), Japanese (Basic)

EXPERIENCE

Giddy Holdings, Austin, TX   March 2023 - Present
Lead/Sole UX/UI Designer
- Spearheaded the redesign and migration of Eddie by Giddy's custom-coded e-commerce platform to Shopify, driving alignment across engineering, marketing, and leadership teams for a successful relaunch.
- Owned end-to-end UX strategy and execution for the e-commerce experience, increasing lead submission rates by 129% through improved user flows and WCAG-compliant accessibility enhancements.
- Built and maintained 3 scalable design systems, defining reusable components, documentation, and accessibility standards to ensure design consistency across products and teams.
- Designed and launched 2 automated email flows—exit intent pop-up signups and post-purchase subscription funnels, resulting in $30K in revenue and a 45% average open rate with 12% click-through within the first 30 days of launch.

UX/UI Designer
- Designed and delivered comprehensive UX/UI solutions across 3 digital products on mobile, web, and internal tools, producing user flows, wireframes, high-fidelity mockups, and interactive prototypes in Figma.
- Contributed to the redesign of Giddy's mobile app (v2.0), leading to the end-to-end UX/UI from research and wireframes to high-fidelity designs and developer handoff, resulting in 10,000+ downloads within 6 months.
- Solely responsible for the tablet design experience across all core user flows, ensuring responsiveness and usability tailored to tablet-specific interactions.
- Pitched new features and UX improvements during leadership discussions, influencing upcoming e-commerce launches and roadmap priorities.
- Responsible for creating detailed meeting notes and design documentation to drive alignment across teams and ensure follow-through on design decisions.

Free the Bird, Remote, Austin, TX   Dec 2022 - Jan 2024
UX/UI Designer
- Led the end-to-end design and execution of the nonprofit's first digital mental health platform, overseeing UX strategy, sprint planning, and stakeholder alignment from concept to launch.
- Conducted user interviews with over 50 students to understand the needs and behaviors of users, translating insights into accessible, privacy-compliant design solutions.

Project Manager
- Directed agile workflows and sprint planning using Notion, Trello, and Google Workspace, ensuring timely deliverables and cross-functional alignment.
- Managed project workflows and sprint planning, facilitating collaboration between designers, developers, and stakeholders.

Studio Jinner, Austin, TX   Feb 2021- Present
Freelance Designer
- Provide comprehensive design services to small businesses and clients, specializing in establishing cohesive visual brand identities and user-centered experiences.
- Design expertise includes logo design, branded print and digital materials, website design, and social media content creation.