# Darren Yang (Yun-Ling)

Product Designer

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## EXPERIENCE

### **Senior Product Designer**, Precision AQ

Dec 2025 – Present | Davis, CA

- Designed regulated pharmaceutical platforms with cross-functional teams, enhancing brand consistency, patient education, and HCP engagement.
- Collaborated closely with Merck stakeholders, Precision AQ teams, and legal review boards to ensure designs aligned with business objectives, regulatory compliance, and medical-legal FDA standards.

### **Visual Designer - Creative AI**, Mercor Intelligence

Jan 2026 – Present | Davis, CA

- Designed 20+ AI-powered creative mediums and design systems in collaboration with leading AI labs, supporting the development and evaluation of Tier-A, flagship AI products.
- Conducted A/B testing with UX researchers on AI-generated design outputs, increasing preferred variant selection by 30% and reducing design iteration cycles by 25%.

### **Product Designer**, JC's Chunson Ltd.

July 2025 – Dec 2025 | Davis, CA

- Led the redesign of a semiconductor distributor’s website, enhancing brand identity and accessibility, which reduced bounce rate by 20% and increased quote requests by 18%.
- Conducted usability audits and heuristic evaluations, identifying navigation pain points that improved task success by 25% and boosted conversion rates by 15% after redesign.
- Built a scalable design system from 0 to 1, delivering 40+ reusable components across multiple product pages.

### **Lead Product Designer**, UBYou

Mar 2025 – Apr 2025 | Davis, CA

- Led a cross-functional team of 2 UX researchers for a healthcare and resource app for college students, facilitating weekly stakeholder reviews to align design direction with business goals.
- Redesigned and improved performance, resulting in improved navigation efficiency and a projected 80% increase in user return rate.
- Conducted 2 usability tests and A/B testing, increasing user satisfaction rate by 96% with 100% task completion rate.

## SKILLS

### Design

Product Design, Design Thinking, Design Systems, Wireframing, Prototyping, HTML, CSS, Vibe Coding, AI integration.

### Research

User Interviews, Survey Design, Secondary Research, Competitive Analysis, Persona & Storyboarding, Empathy Mapping, Affinity Map, Usability Testing

### Tools

Figma, Photoshop, Illustrator, After Effects, InDesign, Claude, Figma Make, Cursor.

### Languages

English, Mandarin Chinese

## CERTIFICATIONS

### Pre-conference Watsonx Hackathon

Issued Aug 2025 by IBM

### UI/UX Design Track

Issued May 2025 by Springboard

### Foundations of User Experience Design

Issued Jan 2024 by Google

## EDUCATION

### **University of California, Santa Cruz**, Art and Game Design: Games and Playable Media (HCI Focus, BA)

Sep 2018 – Dec 2022 | Santa Cruz, CA

### **Artcenter College of Design**, Interaction Design

Sep 2026 – Aug 2027| San Francisco, CA

**Lead Product Designer**, Freelance

Jun 2023 – Jan 2024 | Taipei, Taiwan (Remote)

- Collaborated with clients on design direction through branding research and competitive analysis, boosting brand recall by 30% and ensuring consistent visual identity across web and mobile.
- Designed and prototyped responsive interfaces aligned with Google Material Design and iOS Human Interface Guidelines, strengthening brand identity and boosting user engagement by 25%.
- Delivered end-to-end design solutions meeting client KPIs, increasing task completion rates by 20%. Implemented IBM AI technologies to build agentic AI, driving smarter interactions and experience.

**Product Designer, Character Concept Artist**, Seminaut Inc

Feb 2023 – Sep 2023 | San Marcos, TX (Remote)

- Designed 20+ high-fidelity desktop and mobile screens (login flows, event pages) for the gaming company's app and website, improving usability and design consistency, resulting in a 15% increase in task completion rates.
- Prototyped mobile login screens, enabling clear communication of design solutions to stakeholders and accelerating approval cycles by 30%.
- Created 20+ original character concepts for the Guild gaming platform, enabling avatar personalization, which boosted user engagement by 25% and retention by 18%.