

Tzuyu Yang

+1 (408)-639-9484 www.tzuyu-yang.com tzuyu.nyc@gmail.com

EXPERIENCE

Senior Product Designer / Pantheon (Agency)

MAR 2020 - PRESENT / REMOTE

- Led end-to-end redesigns of large-scale government websites and software platforms for the Agency for Healthcare Research and Quality (AHRQ).
- Transformed a data platform used by researchers and data analysts, improving content findability from **45%** to **96%** and increasing retention by **10%**.
- Defined UX strategy and designed features, increasing content engagement by **23%** through close collaboration with stakeholders, product managers, and developers.
- Conducted evaluative research to translate requirements into user flows and design solutions, leading to improved user satisfaction and stakeholder buy-in.
- Built scalable design systems to support future iterations and reduced design cycles.

Product Designer / Freelance

JUL 2018 - MAR 2020 / NEW YORK CITY

- Delivered design for mobile and web platforms for mental health startups (Loop, Talkspace, Within) and pet insurance provider Petplan (now Fetch).
- Designed a chatbot-driven claims and onboarding experience for Petplan, reducing support volume by **30%** and contributing to a **4.8-star** app store rating through AI-assisted decision flows.

Product Designer / Heed (Sport entrainment app)

JUL 2018 - MAR 2020 / NEW YORK CITY

- Shaped MVP UX features for sports fan engagement across iOS and Android platforms, collaborating with product, engineering, and marketing teams to optimize user retention and satisfaction.
- Created wireframes and high-fidelity prototypes that balanced technical constraints, user needs, and accessibility standards.

EDUCATION

Columbia University / Bachelor of Arts in Psychology

DEC 2018 / NEW YORK CITY

SKILLS

UX Design & Product Strategy

UX Research, Product Discovery, Interaction Design, Design System, Accessibility (WCAG), Scalable UX, Data-Informed Design, Cross-Platform Design (Web, Android, iOS), Roadmapping, Feature Prioritization.

Technical & Management

Figma, Adobe Creative Suite, Miro, Jira, Drupal CMS, WordPress Divi, HTML, CSS, Agile, Cross-Functional Collaboration, Design Workshops, Project Planning.