

Joyce Yang

EXPERIENCE

Oscr AI — UX Designer

May - Aug 2025

Applied user-centered design principles to lead the redesign of 3 key user-facing digital experiences, utilizing Figma to reorganize information architecture and enhance visual layouts based on comprehensive user research and feedback.

Collaborated with cross-functional product and engineering teams to design and launch new features, improving user journeys and interactive elements across 3 landing pages to increase user trust.

Developed a high-quality, intuitive design system through rapid prototype, including logos and promotional videos, to ensure brand consistency across a major website refresh.

Translated design concepts into functional front-end code for the landing page website using HTML, CSS, and JavaScript with AI tools, demonstrating proficiency in bridging design and development.

AEVOE INC. (Moshi) — Product Designer

Jul 2021 - Mar 2022

Conducted a 2-month foundational UX research sprint using contextual inquiry and heuristic evaluation, producing 26 design solutions that accelerated ideation for next-gen hardware products.

Conducted 11 usability tests and used the KANO analysis to prioritize 22 features, providing actionable, data-driven recommendations aligned with product strategy to incorporate user feedback and business requirements.

Accelerated cross-team validation and ensured a high-quality implementation by designing and evaluating interactive prototypes in Adobe XD while collaborating closely with multidisciplinary teams.

DITLDESIGN — UX Researcher

Mar 2022 - Aug 2023

Contributed to 3 large-scale UX research projects using mixed UX methods (field studies, interviews, surveys) to uncover critical user flow and align product strategy with user and various stakeholders' needs.

Increased task completion speed and enhanced user flow efficiency by translating findings from 30+ interviews and 150+ usability tests into actionable, data-backed recommendations.

Drove a 59-point NPS increase (from -39 to +20) and a 47% usability boost (SUS from 54.6 to 80.3) for the National Pet Registration Information System by facilitating usability testing and fostering collaboration between government, tech, and design teams.

Redesigned and validated a new information architecture through card sorting, and provided visual mocks to developers, successfully reducing user navigation errors and cognitive load.

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EDUCATION

University of California, Berkeley — Master of Design

Aug 2024 - Dec 2025

Coursework: User Experience Design, UI Design and Development, Lean/Agile Product Management

National Cheng Kung University, Taiwan — BS in Industrial Design

Sep 2017- Jun 2021

Coursework: Product Design, User Experience Research Methodology

SKILLS

UX Strategy / User-Centered Design (UCD) Process, Usability Testing, Qualitative & Quantitative Research, User Interviews & Contextual Inquiry, Heuristic Evaluation, Card Sorting, Data Analysis & Synthesis, KANO Model Analysis, System Usability Scale (SUS) & NPS

Research & Tools / Figma, Adobe Creative Cloud (XD, Illustrator, Photoshop, After Effects), HTML/CSS, JavaScript, Webflow, Miro, Notion

Core Design Competencies / Product Thinking, Interaction Design (IxD), Visual Design (UI), Information Architecture (IA), Wireframing & Mockups, User Journeys & Flow Mapping, Design Systems, Mobile-First Design (iOS & Android), Web & Responsive Design