

Carrie M. Yu

Product Designer · 4+ Years Of Experience

AI Agent, Business Tools & Customer-Facing Products

NOV 2023 - PRESENT

Lead Product Designer · CXAI

Design Lead, designing AI agent booking and wayfinding experience.

- Lead the evolution of CXAI by tackling core products such as desk bookings, room bookings, and way-finding kiosk for Fortune 500 companies. Increased conversion rate by 2.5x and achieved a customer NPS score of 82 within a year.
- Identify user pain points through research and customer feedback, and drive design solutions that elevates the user experience.
- Elevate the smallest details: Micro-interactions, graphic motion, animations, while maintaining high design standards, focusing on user engagement and customer positive feedback.

MAY 2023 - OCT 2023

Senior Product Designer · Trajektory

Built & launched data visualization to monitor valuation performance.

- Led experiences for Trajektory, worked closely with CTO, Product Manager and the Engineering team, contributed to successful launch of Digitally-Enhanced Dashboard (DED) Calculator, Campaign Management, and TV broadcast Valuation, achieving 300 daily active usage.

APR 2023 - SEP 2023

Senior Product Designer · Socal Gas (via Logic 20/20)

Regulatory Management Portal for managers.

- Designed the MVP for the Regulatory Management System (RMS), lead the end-to-end UX design process from UX research, wireframing, and iterative prototyping to development handoff. Streamlined regulatory workflows and improved efficiency by 30%.

APR 2022 - DEC 2022

Product Designer · Linkedin (via Vispa)

Enterprise Integration Platform and EngineeringX Search.

- Redesigned the entire Enterprise Integration Platform, from landing page, home page, workflow request process to admin's approvals. Streamline >60% manual steps.
- Created a unified document search experience to improve the usability of tools in Engineering. Aimed to increase productivity for 9,000 Linkedin's engineers.

MAY 2021 - APR 2022

Product Designer · Develop for Good

DFG Design System - Design tokens

- Built a scalable design system with a team of designer and developers for B2B platforms and non-profits local businesses, used across multiple product lines.

Carrieyu.me

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SKILLS

Product Strategy
Product Design
Product Development
User Experience Design
Interaction Design
User Research
User Testing
A/B Testing
Wireframing
Prototyping
Accessibility
Design System
Visual Design

TOOLS

Figma, Adobe XD, Adobe Creative Suite, Sketch, Miro, Framer, Photoshop, HTML/CSS

AWARDS

2021
2nd Place Design Winners
TH.0 INTERNATIONAL EDTECH HACKTHON

CERTIFICATE

2023- 2024
AI for Designer
INTERACTION DESIGN FOUNDATION
2022- 2022
Google UX Certificate
COURSERA
2020- 2021
UX Immersion Design
CAREER FOUNDRY

EDUCATION

Class of 2017
SAN FRANCISCO STATE UNIVERSITY