

TIFFANY C. YU

Product Designer in San Francisco, CA

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EXPERIENCE

PRODUCT DESIGNER

Freelance | 3/2017-Present

Design human-centric end-to-end mobile + web products by:

- Conducting user, stakeholder, and industry research to understand business challenges and user needs.
- Analyzing and synthesizing research into actionable insights; define the right problem to solve; create personas, journey maps, task flows, and user stories to guide data-informed design.
- Exploring flows and experiences by being exhaustive with ideas; evaluating design solutions and usability by testing assumptions with various research methods; iterating and refining based on feedback to optimize for user and business goals.
- Producing hi-fidelity mockups to articulate product vision for stakeholders.

Clients:

- Harley-Davidson: Worked with the mobile innovation team to gather insights, ideate concepts, and validate assumptions to inform the strategic development of new product ideas.
- Teleport: Lead the team to design an intuitive end-user video player interface for the mobile web browser. We also started the company's product/market fit research to help better layout the product roadmap.
- Talk Accounting: Redesigned the mobile first website to simplify the information architecture with the goal to decrease a customer's time to understand the value proposition.
- Polco: Lead the team to create an onboarding experience for a web platform that polls and shows the impact for specific community initiatives.

PROJECT SYSTEMS DESIGNER

Jump Associates | 1/2016-2/2017

Jump Associates is an innovation and strategy consulting firm that uses social research, design thinking, and business strategy to help clients answer ambiguous questions.

- Trail blazed in an ambiguous and undefined role.
- Identified areas of improvement in processes and designed five new systems for repeatability that contributed to organizational long term goals across multiple teams.
- Collaborated with the CEO to clarify and implement design standards for company wide assets.
- Crafted research plans, recruited targeted participants, and conducted 80+ qualitative interviews.
- Worked cross-functionally in a fast-paced environment to usher simultaneous projects and workshops (16 total) with conflicting priorities and resources through the project lifecycle.

SKILLS

Design research
Research analysis and synthesis
Problem definition
Heuristic evaluation
Storyboarding
Information architecture
Typography
User interface design
Interaction design
Ideation
Prototyping
Wireframing
Usability testing
Basic HTML/CSS

TOOLS

Sketch	InVision
Illustrator	Marvel
Photoshop	Zeplin
Keynote	Optimal Workshop

EDUCATION

UX DESIGN + RESEARCH

GrowthX Academy | Spring 2017

DESIGN THINKING WORKSHOP

gravitytank x GA | Sept 2016

DESIGN PRINCIPLES

UX RESEARCH + PROTOTYPING

Coursera | Certified Fall 2016

MARKETING MANAGEMENT

BUSINESS RHETORIC

Harvard Extension School | 2013

BFA, ARCHITECTURE DESIGN

STUDIO ART + ART HISTORY MINOR

UMass Amherst | 2010

Cum Laude Honors, Dean's List, Art Series Scholarship. Projects selected for accreditation.