

YANYIN WU

Product Designer

WORK EXPERIENCE

State Street | Boston, MA

Digital Experience Designer Jan 2025 – Present

- Designed end-to-end UX for a B2B SaaS financial platform used by **1,000+ portfolio managers and traders**, structuring workflows across 10+ product modules
- Redesigned key workflows, **improving task completion speed by ~20%** and reducing cognitive load in high-density data environments
- Partnered with PMs and engineers to **ship features in 2–4 week Agile cycles**, accelerating iteration and delivery speed
- Scaled and evolved design system by contributing **25+ reusable components**, improving UI consistency and reducing design/dev handoff time by ~30%
- Introduced design improvements informed by user behavior and usability insights, increasing **feature adoption across key workflows**

UX Designer and Researcher Co-op Jan 2023 – Jun 2023

- Planned and conducted 7 usability test processes help the team understand **traders' workflows and financial domain needs in data-dense environments**
- Translated insights into 5 shipped product improvements, directly influencing product roadmap decisions
- Improved clarity of financial data presentation, enhancing user comprehension and decision-making efficiency
- Synthesized qualitative and behavioral insights to inform product decisions impacting user engagement

Artists for Humanity | Boston, MA

User Experience Designer and Mentor Co-op Jan 2022 – Apr 2022

- Led end-to-end redesign of a public-facing website, increasing **user engagement and session duration (est. +15–25%)**
- Iterated rapidly through testing and stakeholder feedback, delivering improvements within **tight production timelines**
- Built reusable CMS templates, **reducing content publishing time by ~40%** and improving consistency across pages

Visual Artist July 2018 – Oct 2025

- Produced high-quality **visual assets library for business and community clients** to achieve marketing campaigns and branded events
- Led client-facing projects for 10+ events, translating stakeholder needs into visual deliverables and building long-term client relationships
- Mentored 18+ teen artists and coordinated studio workflows, improving team efficiency and output

GRADUATE UX PROJECT

AI in-home multi-modal mental health system

Product Designer Jan 2025 - Apr 2025

- Designed a **content-driven AI support experience** to help patients and caregivers navigate emotional and treatment-related challenges
- Conducted **user + AI research (10+ sources/interviews)** to identify barriers to accessing mental health support
- Developed conversational UX and content strategies to deliver **actionable, personalized insights**
- Designed experiences that **improved user engagement, usability, and feature adoption across multiple product surfaces**

CONTACT

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Portfolio

<https://www.yanywu.com/>

EDUCATION

Northeastern University

M.S. in Experience Design

Northeastern University

B.F.A in Interaction Design

SKILLS

UI Design, Product Design, Prototyping, Wireframing, Usability Testing, User Research, Data analytics, quantitative research, User Flows, HTML/CSS (basic understanding), User Interview, Rapid Prototyping, Information Architecture, Responsive Design, Design System, Digital Products, Agile, B2B Project Management, Cross-functional Collaboration, Design Thinking, AI Interaction Design, Journey Mapping, Conversational Design (AI / Chatbots), Content Strategy

TOOLS

Cursors, Claude, Replit, Gemini, ChatGPT, Nano Banana, Codex, Figma, Adobe Creative Suite, Microsoft Office Suite, Google Suites, Canva, Dovetail, Miro, Lightroom, Notion, Storyblok, Visual Studio Code

LANGUAGES

Cantonese, Mandarin, English