

YANYIN WU

Product Designer

WORK EXPERIENCE

State Street | Boston, MA

User Experience Designer Jan 2025 – Present

- Design end-to-end UX for a B2B SaaS financial platform used by **1,000+ portfolio managers and traders**, structuring workflows across 10+ product modules
- Lead redesign of complex, data-heavy workflows, improving task completion speed (est. ~20%) and reducing cognitive load in high-density interfaces
- Partner with product managers and engineers in Agile cycles to accelerate iteration and delivery of new features
- Scale and evolve the design system by contributing 25+ reusable components, increasing UI consistency and reducing design-to-development handoff time (est. ~30%)
- Leverage user behavior insights and usability findings to inform design decisions, driving higher feature adoption and user engagement

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

- Planned and conducted 7 usability test processes, applying design execution practices to help the team understand **traders' workflows and financial domain needs in data-dense environments**
- Analyzed and synthesized research insights using affinity mapping and journey analysis, applying product thinking to identify key user pain points that informed 5+ iterative design improvements
- Translated research findings into content strategies and messaging frameworks, improving how critical financial data system feedback are communicated to users

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

- Led end-to-end product design for a **content-driven AI mental health support system**, creating UX flows in Figma 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
- Crafted multimodal conversational flows and response frameworks to balance AI-driven guidance with user autonomy, ensuring psychological safety through interaction design principles

CONTACT

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[LinkedIn](#)

[Portfolio](#)

EDUCATION

Northeastern University

M.S. in Experience Design

Northeastern University

B.F.A in Interaction Design

SKILLS

Interaction & AI Design: UI Design, Interaction Design, AI Interaction Design, Conversational Design (AI/Chatbots), AI-drive Product Design, Responsive Design, Design System, Information Architecture, Mobile Design

Visual & Product Design:

Product Design, Prototyping, Rapid Prototyping, Wireframing, User Flows, Journey Mapping, Design Thinking, Content Strategy, Digital Products, HTML/CSS (basic understanding), iOS Design Pattern

Research & Analysis: User Research, User Interview, Usability Testing, Quantitative Research, Data Analytics, Healthcare

Strategy & Management: Product Thinking, Design Execution, Cross-functional Collaboration, Agile, B2B Project Management

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