

JINYAO OUYANG

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SUMMARY

Product Designer with 4+ years of experience designing and shipping end-to-end digital products, including production e-commerce experiences.

Specialized in system-level UX, data-informed decisions, and scalable frameworks that drive measurable gains in engagement and conversion.

EXPERIENCE

Product Designer

Yili US Industrial | Grand Rapids, MI | Feb 2023 - Present

- Led 0→1 end-to-end design and launch of a production e-commerce storefront, owning the full lifecycle from discovery, UX architecture, content strategy, to live deployment.
- Designed and shipped transactional user flows (product discovery, cart, checkout, post-purchase) using Shopify's commerce infrastructure, validating design decisions with real user and sales data.
- Partnered with AI-assisted coding tools and modern web workflows to translate design intent directly into shippable interfaces, reducing iteration cycles between design and implementation.
- Redesigned core customer journeys through analytics and usability testing, resulting in 67% engagement growth and 20% checkout conversion improvement.
- Built and maintained scalable design systems and content frameworks to ensure consistency across marketing, product, and commerce surfaces.
- Collaborated with cross-functional teams to deliver SEO-driven, data-informed experiences.

Graduate Student UX Designer Lead

TEAGUE | Bellevue, WA | June 2022 - Dec. 2022

- Led UX strategy and interaction design for enterprise-scale SaaS and immersive WebVR products, focusing on complex, multi-step workflows and system usability.
- Synthesized user research into journey maps, interaction models, and system-level design recommendations to inform product decisions.
- Collaborated cross-functionally with designers, engineers, and researchers in an iterative design process, aligning user needs with technical feasibility and long-term platform considerations.

UX Designer

Guangzhou Silkroad | Guangzhou, China | Aug. 2020 - Aug. 2021

- Designed UX solutions for a B2B SaaS platform, improving workflow efficiency through user research, journey mapping, and interaction design.
- Facilitated stakeholder co-design workshops to align product vision, system requirements, and adoption goals.

SELECTED SIDE PROJECTS

AI Trip Planner

Product Concept Exploration | 2024 - Present

- Designed a context-aware planning system that adapts recommendations based on user intent, constraints, and real-time signals, focusing on reducing cognitive load in complex decision-making scenarios.
- Explored interaction patterns for AI-assisted workflows, including transparency, explanation, and user control, to improve trust and confidence in system-generated outputs.
- Prototyped and evaluated multiple interaction models to understand how users interpret, validate, and act on AI-driven suggestions.

EDUCATION

University of Washington

Seattle, WA | 2021 - 2023

MS in Tech Innovation

South China University of Technology

China | 2016 - 2020

BE in Industrial Design
Interaction Design track

SKILLS

UX / Product Design:

Interaction Design, Design Systems & Component Libraries, User Flows & Information Architecture, High-Fidelity UI & Prototyping, Responsive Web & Platform Design

Research & Validation:
Usability Testing, A/B Testing, Funnel Analysis, Journey Mapping, Google Analytics, Qualitative Research

Tools:

Figma, Adobe Creative Suite, Prototyping Tools, Google Analytics, Cursor, Windsurf

Technical:

HTML/CSS (Working Knowledge), Python (Data Analysis for UX Research)

Languages:

Mandarin (Native)
English
Japanese