

Carissa (Jiayuan) Yao,

User Experience Designer

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Experience

LendingClub Product Designer

Jul 2022 - Present
San Francisco, CA

- Managed design ops on 13-person product design team after identifying inefficiencies in communication and processes:
 - Redesigned weekly critique session to reduce meeting inefficiency, improving team engagement and crit participation rate by 30%, approval rate 100%;
 - Collaborated with stakeholders to redefine design-dev handoff experience, reducing review and approval times;
 - Championed knowledge sharing culture by leading workshops on design operations and Figma features
- Led end-to-end redesign of marketing offers for user acquisition and retention impacting 5M active users
- Created and implemented LendingClub's first channel-agnostic design system "Diamond" to promote consistency and easier dev handoff and collaborated with UI developers and product managers to develop a comprehensive pattern library

Embodied Design Research Lab, UC Berkeley Design Researcher

Jul 2021 - Jul 2022
Berkeley, CA

- Optimized the K-12 student learning experience by sketching and designing user interface of math learning games; collaborated with engineers and project leader on physical and software prototype development and iteration
- Led research collaborations with local high schools and learning centers to collect qualitative data through recorded interviews

Superbloom (f.k.a. Simply Secure) UX Design Intern

Aug 2020 - Dec 2020
Remote

- Led design effort to increase participation of website, improving underrepresentation of scholars. Drove product roadmap goals in collaboration with engineering and product.
- Improved engagement by introducing interactive prototypes for VPN service. Led global usability testing effort to identify engagement pain points.

Education

UC Berkeley School of Information

Masters in Information Systems & Management (Focus: Human-Computer Interaction)
Aug 2019 - May 2022

Bryn Mawr College

Bachelor of Arts in History and Economics (Summa Cum Laude)
Sept 2013 - May 2017

Skills

User Research
Interaction Design
Web/Mobile Responsive Design
Visual Design
Prototyping
User Testing
Project Management

Tools

Figma
Figma
Adobe Creative Suite
InVision
UserTesting
Framer.js

Extracurricular

Design Mentor for current Berkeley students and BRIDGEGOOD apprenticeship 2023 cohort
Competitive cyclist and trail runner
Fluent in English and Mandarin Chinese, working proficiency in French and Russian