

# Junxiang Yao (Jason)

Product Designer with 3+ years designing software product.

Portfolio : [yaojxworks.com](http://yaojxworks.com)

8052529735

yaojxjason@gmail.com

[linkedin.com/in/junxiangyao/](https://linkedin.com/in/junxiangyao/)

## Experience

### Product Designer May 2021 - Present

Momentum Design Lab, San Mateo

- Designed experience for mobile, desktop, and SaaS platforms from end to end, and established scalable design systems for startups as well as Fortune 500 clients from Fintech, Cyber Security, Retailing, and Telecommunication. All projects received 5/5 ratings from clients on Clutch.io.
- Launched quantitative and qualitative research and extracted insights that contributed to design & business strategy.
- Developed Figma plugins that streamlined the company's design process for color choices and accessibility.
- Developed company's responsive site with Webflow and JS, and collaborated with designers and developers.

### UX Consultant Jul - Dec 2020

WanderKit, San Francisco

- Designed the desktop dashboard and website for travelers to manage their travel data, plan and organize activities, and connect with others.
- Conducted research using mixed methods including interviews and affinity mapping and worked alongside the marketing and strategy team to find insights from quantitative and qualitative data.
- Worked on creating personas, task maps, visual concepts, wireframes, information architecture, and mock-ups.

### UX and UI Design Strategy Consultant Feb - Dec 2020

Children's Creativity Museum, San Francisco

- Conceptualized a mobile portal for the museum to engage their current count of 10,000+ children and to create a new revenue stream.
- Iterated 9 rounds based on feedbacks from testings and critiques.
- Conducted onsite observations, surveys, and interviews; created information architecture, conceptual model, stakeholder map; led visual design.
- Headed the design team of 5 as a project manager; guided the team to adapt to changes and pivotings due to the pandemic.

### Teaching Assistant (IxD, Systems class) Jan - May 2020

California College of the Arts, San Francisco

- Assisted professor Erin Malone (Chair IxD, BFA at CCA) in designing her class to get students familiar with thorough systemic thinking in design.
- Organized and led critique sessions about students' projects regularly for a class of 12 students.

### Communication Design Consultant Sep - Dec 2019

CivicMakers, San Francisco

- Redesigned CivicMakers newsletter for their 7000+ readers to resolve the disconnection between stakeholders and their newsletter readers and to clarify CivicMakers' work within civic innovation through it.
- Conducted quantitative research, interviews, and co-design sessions to assess current issues and support design decisions.

### User Interface Design Intern Jul - Sep 2018

UEC Group Limited, Beijing

- Designed the SaaS platforms that organized and analyzed news data.
- Collaborated with front-end engineers in product critique and redesign the information architecture.

## Skill

### Design

Interviews, Affinity Mapping, Journey Mapping, Product Strategy, JTBD, User Flows, Information Architecture, Storyboarding, Wireframing, Prototyping, Models & Frameworks, System Mapping, Visual Design, Usability Testing

### Software

Figma, Framer X, Sketch, Unity 3D, Adobe Creative Suite, Miro, Webflow

### Programming

Javascript (React, D3, P5), HTML, CSS, C#, Processing

## Education

### M.Des. in Interaction Design

California College of the Arts  
Sep 2019 - Dec 2020

### UX Design Certification

CareerFoundry  
Jul 2019 - Jul 2020

### M.S. in Media Arts and Technology

University of California, Santa Barbara  
Sep 2015 - Jun 2019

### B.E. in Industrial Design

Nanjing Agricultural University  
Sep 2011 - Jun 2015