

Yuye Peng

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Lead Product Designer

Stash

Remote

Bank and Invest Experience - B2C

08.2021 - present

- Lead a team of 3 designers, providing guidance, mentorship and performance feedback
- Helped the team define product strategy and prioritize projects, ensuring alignment with company objectives and maximizing resource allocation
- Collaborated closely with PM and engineers to design and launch 4+ customer experience which increased the company revenue and user engagement
- Collaborated with Researchers to conduct user research and usability testing to inform design decisions and validate product improvements

Senior UX Designer (Contract)

PopshopLive

Remote

Streamline Shopping Experience - B2C & B2B

02.2021 - 07.2022

- Design user experiences for web and mobile products, improved both mobile streaming marketplace experience for customers and dashboard tracking experience for sellers
- Create high-fidelity mockups, interactive prototypes, and motion design assets to enhance user experience

Senior Product Designer

IRhythm Technologies

Remote

Heart Monitor Experience - B2C

03.2021 - 08.2021

- Collaborate with UX researchers, lead user experience design for patients products, from packaging to mobile app
- Coordinate with supply vendor and manufacture team for the development process
- Collaborate with engineer on wearable Cardiac Monitor hardware design
- Improve the design process for the team

Product Designer

Medly Pharmacy

New York

Prescription Delivery Experience - B2C & B2B

10.2019 - 03.2021

- Designed the prescription delivery app from scratch, leading to a significant increase in app adoption
- Designed a web app for healthcare providers to track patient data, streamlining their workflows and improving communication between providers and patients
- Created the marketing website and showcasing the company value proposition, contributing to brand awareness
- Contributed to the Design System by design visual components and UI patterns

Designer

Henning Larsen

Minneapolis Public Service Experience Design

01.2018 - 05.2019

Designer

Kieran Timberlake

Internal Tool - Webapp Design

09.2015 - 12.2017

Key Skills

- Strong design fundamentals (user-centered design principles, visual design, typography, color theory)
- Proficiency in design tools (Sketch, Figma, Adobe Creative Suite, InVision)
- UX/UI design (user flows, wireframes, high-fidelity mockups)
- Prototyping and interaction design (interactive prototypes, motion design)
- Cross-functional collaboration (product managers, engineers, stakeholders)
- Design leadership and mentorship (guiding and mentoring junior designers)
- Strong communication and presentation skills (articulating design decisions, presenting work)
- Product strategy and project prioritization (aligning team goals with business objectives)