

Christina Yu

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Portfolio: christinamyu.design/

SUMMARY

Design program manager with a background in project management, UX design, and cross-functional team collaboration. Skilled in optimizing design processes, leading projects, and enhancing user satisfaction through strategic planning and stakeholder engagement.

EXPERIENCE

CORGI LABS (YC 23) • San Francisco, CA

April 2023 - Present

Design Program Manager & Lead Product Designer

- Directed the redesign and optimization of the Corgi Analytics web-app, streamlining the onboarding process and introducing a dashboard with 6+ new features.
- Led dynamic design studios fostering collaboration, resulting in innovative solutions and high-fidelity prototypes.
- Engaged with a diverse cohort from online banking and e-commerce sectors, integrating feedback to maintain high customer satisfaction levels.
- Applied project management principles to create concise and impactful content, resulting in a 20% increase in user engagement and significantly enhancing overall app usability and user experience.
- Accelerated the launch of the Corgi Labs website by 20% through efficient user insights synthesis and design process optimization within a 1-month timeframe.
- Spearheaded UX consultations and conducted weekly design meetings, boosting cross-functional collaboration by 30%, enhancing project timelines and outcomes.
- Led the redesign of the payment workflow, resulting in a 20% increase in user satisfaction and a 15% improvement in task completion efficiency.

DESIGN PACKS, INC • Toronto, CA

Jan 2023 - Mar 2023

Product Design Internship

- Led the design and prototyping of new user interfaces to improve the learnability and discoverability of Shopify's features.
- Conducted user research with a diverse group of 30+ Design Packs users, gathering insights to create personalized templates and a code-free website builder.
- Redesigned the Design Packs landing page, demo page, and template page based on user feedback and usability testing, resulting in a more modern and intuitive user experience.
- Collaborated with cross-functional teams to ensure cohesive and aesthetically pleasing design solutions aligned with user needs and business goals.

PROFESSIONAL SKILLS

- X-functional Team Leadership
- Agile Methodologies
- Stakeholder Engagement
- Project Scheduling
- User Research
- Strategic Planning
- Competitive Analysis
- Data Driven Decision Making
- UX Strategies
- Wireframing and Prototyping
- Design Systems Management
- Usability Testing

EDUCATION

University of the Pacific

Conservatory of Music

Bachelor of Music in Piano Performance, *cum laude*
Minor in Modern Languages and Literature: Chinese

Stockton, CA

Aug 2018 - May 2022

General Assembly

User Experience Design Immersive Program

480 Hours of Completion
Specialized in UX Consulting, Research and Design Methodologies
Developed practical skills through hands-on projects

New York, NY

Sept 2022 - Dec 2023