Michelle Yi

Data-driven Product Designer

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EXPERIENCE

USC Provost IT Office, Lead Product Designer

October 2020 - December 2023 | Los Angeles, CA

- Led the UX research process, empowering clients to gain a competitive edge, and enhancing design quality by 60% through training and mentoring designers
- Successfully launched 4+ end-to-end client websites with an average 40% increase in website traffic and 20% growth in mobile conversions
- Led the development of comprehensive web design guidelines, resulting in a 25% reduction in project completion time

New Relic, Inc. Product Design Intern

May 2022 - August 2022 | San Francisco, CA

- Leveraged insights from quantitative research and data analysis to conduct A/B tests, enhancing the user experience for 17k+ users
- Led the restructuring of the product sign-up flow by aligning components with the new brand identity, resulting in a 33% increase in user sign-up flow interaction
- Developed reusable components for the company's new internal design system, ready for implementation and design scalability

Boston Children's Hospital, Product Designer

January 2021 - June 2021 | Remote

- Conducted usability and A/B tests, resulting in an improved product flow and a 45% increase in user engagement
- Analyzed qualitative and quantitative data to create iterations, yielding a 30% increase in user retention
- Facilitated research-based workshops with stakeholders to identify project goals and shape the product vision, designing for 20 million+ medical professionals

Keep.id, Product Designer

October 2020 - January 2021 | Remote

- Revitalized existing site components to align WCAG 2.1 AA compliance levels, improving product usability by up to 30%
- Collaborated closely with software engineers to design and implement 6+ vital components in the design system, enhancing the user experience through improved consistency
- Designed and implemented a secure data storage platform for 4k+ users, enabling efficient retrieval of primary key identification documents while ensuring data security

Majestyk Apps, Product Design Intern

September 2020 - December 2020 | Remote

- Led comprehensive UX research including comparative research and user interviews that informed my design decisions, resulting in a 40% increase in user retention
- Strategized user research insights to build an MVP feature set, reducing the development time by 25%
- Ideated and designed an informational website showcasing the client's initiative, resulting in a 40% increase in engagement within the NYC Chinatown business community

EDUCATION

University of Southern California

BFA Design

Web Technologies & Applications Minor

GPA: 3.9/4.0

January 2020 - December 2023

SKILLS

Design

A/B Testing, Google Analytics, Usability Testing, Heat maps, Design Systems, Design Thinking, Design Strategy, Information Architecture, Rapid Prototyping, Journey Maps, Storyboard, User Flow, Generative AI

Figma, Sketch, Adobe CS, Miro, Usertesting, Invision, ServiceNow, WordPress, Webflow

Programming

HTML/CSS, Javascript, Basic PHP

Language

English (Fluent), Korean (Native)

PROJECTS

USC Roski, Student Ambassador

January 2022 - May 2023 | Los Angeles, CA

Facilitated student engagement events, conducted interviews with prospective students, and provided guidance as a design mentor to current students.

Surfn, Lead Product Designer

October 2020 - May 2021 | Remote

Led and strategized the end-to-end product experience for a native mobile application aimed at connecting college students through video chatting, utilizing a dataset of 200+ users.

Uptone, Product Designer

October 2020 - January 2021 | Remote

Spearheaded the integration of WCAG 2.1 AA accessibility guidelines, improving the design quality by 70% and increasing team performance by 40%.