



# Kristal Yu Product Designer

## EXPERIENCE

### Product Designer, Activbody Inc.

Oct 2018–Present, San Diego

Lead and created a design system in a startup as their full-stack designer. I have built multiple end-to-end experiences for Activbody's products (B2B and B2C) and collaborated with product managers, engineers, and other designers to define and develop our innovative products.

As a **UX Researcher**, I conducted extensive user experience research that aimed to increase user engagement. I focused on determining the target audience, and the user needs through Activbody's data, competitive analysis, contextual interviews, ideation, and affinity diagrams. Actively collected user feedback on prototypes and task flows to account for multiple iterations and improvements centered on user interaction.

As an **Experience Designer**, I proactively identified and solved problems by utilizing research and human-centered design methodologies to create the best apps, dashboard, and website experiences. Created site maps/app maps, task flows, wireframes, and then rapidly iterated and documented design decisions. I tested with multiple users and iterated until users felt that the experience is simple yet intuitive.

As a **User Interface Designer**, I leveraged best practices and design trends to bring polished modern experiences across all platforms. Created a cohesive and unified design system for both B2B and B2C products, pushed pixel-perfect high-fidelity mockups, graphics, UI Kits, and prototypes. I rapidly tested and iterated the look and felt with our target demographics before finalizing designs that are ready for the developers.

### UX / UI Consultant, Vizer Inc.

Apr 2019–Present, San Diego

I worked with my client to continuously improve and redesign their B2C mobile app. Strategized, designed, and consulted my client with the user flows and methodologies of UX/UI to create a better experience. Many UX and interaction design issues deliberately changed because the current design was cumbersome for the users. Iterated wireframes and flows quickly and meaningfully to meet business goals and needs. Advised my client on how to future proof their product based on their vision and goals. I delivered an app map, graphics, and high fidelity screens that are ready to be developed—collaborated with stakeholders and engineers to define and develop the product.

### UX / UI / Graphic Designer, Freelance

Jan–Nov 2018, Los Angeles

I worked remotely and in-person with clients' on UX/UI designs and branding to create their product vision and brand. I delivered wireframes, site maps, high-fidelity screens, logos, product mockups, ready to print packaging, style guidelines, and a live site for my clients.

### UI / UX Designer, Designation

Apr-Oct 2017, Chicago

I worked in an agile environment and applied user-centered design thinking to create digital products for mobile and desktop platforms. I conducted research, competitive analysis, and user testing to create functional and pixel-perfect designs. I designed brand identities to align client goals and user needs. I delivered high-fidelity design mockups, prototypes, and style guides for B2B and B2C clients including:

#### Omnipointment/Charter

A responsive organizational tool for college students to collaborate on team projects, as well as designate availability and schedule group meetings. I created an intuitive, friendly yet professional interface design language to keep users engaged across the Charter suite of tools.

#### Emerson House

A retreat center website in Indiana that focuses on creating a community for like-minded dreamers. Before designing pixel-perfect mock-ups, I made several UX functionality changes to improve user flow and I delivered a marketing site and style guide to help Emerson House launch their product.

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