

YANGYANG

Hello! People call me Linda. I design software for humans with humans. The conviction that monumental change begins in the incremental details drives my work — with my teammates, I've helped launch presidential campaigns and grow billion-dollar startups, build teams and redesign platforms from the ground up, learn and rethink systems from the outside in. Now, in the next chapter of my career, I hope to ship core products with a close team.

PROFESSIONAL HIGHLIGHTS

Alloy.us

Senior Product Designer April 2020–February 2021

Revamped branding and designed business materials, supporting the acquisition of 60+ voter registration partners. Helped improve onboarding of voter data API product, streamlining onboarding time from months to days. Helped expand voter protection product with more content to more customers.

Intercom

Product Designer July 2015–April 2019

Led, executed, and iterated design work for key Growth team projects, including subscription, onboarding, and data management, with measurable outcomes such as increases in revenue, paying customers, and data adoption.

Owned design for the customer experience of major business and product changes and supported making improvements in internal business operations.

Partnered with product managers and engineers. Collaborated cross-function, cross-team, and cross-office with researchers, analysts, marketers, writers, and other designers. Interviewed designers, managers, researchers, and engineers.

Mentored and led junior designers on projects. Presented work quarterly at all-staff and all-design meetings. Contributed to company product/design content.

AppDirect

Senior Product Designer October 2012–July 2015

Created and developed a design system and UI component library with team, allowing us to implement a redesign of our software marketplace platform within a year and demo themed marketplaces to enterprise customers.

Managed product design projects and presented work to executives. Trained new designers and moderated critiques. Led recruiting for product designers.

Please see full professional history on LinkedIn.

PORTFOLIO

yanglindayang.com

Portfolio of work samples. Best viewed on desktop monitors.

EDUCATION

Princeton University

Bachelor of Arts June 2011

Major in Princeton School of Public & International Affairs,
Minor in East Asian Studies.

Coursework in social psychology, educational policy, statistics, economics, visual arts, and foreign languages.

PROFESSIONAL DEVELOPMENT

Designer Fund Bridge

January 2016–April 2016

CodePath iOS for Designers

October 2016–December 2016

Final group project placed third in class.

TOOLS & LANGUAGES

Daily usage

Whimsical, Figma, Milanote, Sketch, Adobe Creative Suite, wireframing and prototyping tools (e.g. Marvel, Framer, Invision, Xcode), HTML, and CSS/SASS.

Occasional usage

JavaScript, Git, Swift, SQL, front-end frameworks, APIs, and other dev tools.

CONTACT

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