



# JIEYU YANG

<https://www.jessicayang.net/>

Over 7 years experience across **B2B SaaS, B2C, AI and Web 3**.

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## EDUCATION

### Interaction Design (MFA)

California College of the Arts  
San Francisco, CA, USA  
2018

### Business Administration (BS)

University of Wisconsin  
Superior, WI, USA

## SKILLS

### Product & UX Design

- End-to-End Product Design (0-1 & Iterative)
- Design Systems & Scalable UI
- B2B SaaS Platform Design
- Cross-Device UX (Web, Tablet, Mobile)
- AI-Driven UX and Emerging Technologies
- UX Research & A/B Testing
- User Journey Mapping and Prototyping
- Figma Expert
- Vibe coding
- Accessibility Design (WCAG)
- Data Analytics & Data Driven Decisions
- Consumer Facing Product Design

### Strategy & Leadership

- Product Strategy & Roadmapping
- Cross-Functional Collaboration (Product, Eng, Business)
- Team Leadership and Junior Designers Mentorship
- Excellent Communication Skills

## INDUSTRY INFLUENCE

- UX content creator and social media influencer with **15K+ followers** and **over 5 million views**.
- Co-founder of a UX community in London with **800+ designers**.
- Mentee at AI Forge (a London-based AI startups incubator)
- Keynote speaker at international summits and AI/UX hackathon

## WORK EXPERIENCE

**Narra.AI - Head of Design and Product** Feb. 2025-Present  
AI startup Remote

- Spearheaded the end-to-end product and UX strategy for a multimodal AI chatbot platform, leading cross-functional collaboration across design, engineering, and AI to successfully launch the MVP within 4 months across web and mobile.
- Designed and shipped core user flows and interfaces hands-on, while translating complex AI capabilities into intuitive, human-centered chatbot experiences through continuous research and iteration.
- Built and nurtured the product and design culture from the ground up — mentoring junior designers, establishing design processes, and driving a collaborative, user-focused environment in an early-stage startup.

**Holistic AI - Senior UI/UX Designer** Dec. 2023-Feb. 2025  
Holistic AI is a leader in AI governance, B2B SaaS London, UK

- Spearheaded 0-to-1 product design of a unified platform combining four AI governance tools, driving scalable UX across multiple systems.
- Launched an AI-powered onboarding system that **reduced manual input by 70%**.
- Built and scaled the company's first design system, improving UI consistency and **cutting development time by 30%**.
- Partnered with PMs, engineers, and leadership to align GTM strategies with customer-first design decisions.

**DataStax (IBM)- Product Designer** Feb. 2021-Nov. 2023  
Acquired by IBM, B2B SaaS California, USA & London, UK

- Lead UX design for Astra Block, delivering a **9% growth** in new user registrations in three months by simplifying the onboarding journey across web and mobile.
- Collaborated with the VP of Product to design the Third-Party Integration feature that **reduced onboarding time by 23%** and **increased onboarded projects by 11%**.

**Yahoo - UI/UX Designer** Feb. 2019-Feb. 2021  
Yahoo Small Business, B2B2C California, USA

- Optimized the purchase flow to support product enablement and increase revenue, **raising conversion rates by 19%**.
- Led the UX transition of legacy systems to modern platforms, **securing \$3M+** in retained and new business. [View project](#)

**Google -UX Research Assistant** Sep.2018 - Nov.2018  
Nest team California, USA

- Enriched training datasets for algorithm development through targeted user feedback collection.
- Developed and executed user testing plans in collaboration with engineers.

## PROJECTS

**Mathos AI - Design Lead** Oct. 2023-Jan. 2024  
Early-stage startup, backed by YCombinator Freelancer, Remote

- Led and launched the company's first mobile application, driving **over 2 million App Store downloads** and **1M+ monthly active users**. [App store link](#)
- Collaborated with C-suite executives to define product vision and roadmap, aligning design efforts with business goals and securing **\$2M in seed funding**.