JIEYU YANG

https://www.jessicayang.net/

Senior UI/UX and Product Designer with 7+ years of experience across startups and enterprises. Strong business and design background, proven track record of leading 0-1 product launches, collaborating cross-functionally, improving user engagement, and driving business growth.

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EDUCATION

● **Interaction Design (MFA)**
California College of the Arts
San Francisco, CA
2015-2018

● **Business Administration (BS)**
University of Wisconsin
Superior, WI
2010-2012

SKILLS

Product & UX Design

- End-to-End Product Design (0-1 & Iterative)
- Design Systems & Scalable UI
- Accessibility & Inclusive Design
- Data-Driven & AI-Driven Design

Strategy & Leadership

- Product Strategy & Roadmapping
- Cross-Functional Collaboration
- UX Research & User Testing
- Team Leadership
- Junior/Mid Designer Mentorship

INDUSTRY INFLUENCE

- UX content creator and social media influencer with **1.5K+ 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)

WORK EXPERIENCE

Holistic AI - Senior UI/UX Designer
Dec. 2023-Present

Holistic AI is a leader in AI governance — London, UK

○ Led the **0-1 design** of a unified platform integrating four core products for AI risk management, bias mitigation, and transparency.

○ Designed and launched AI-powered onboarding at Holistic AI, reducing manual effort by **70+%**.

○ Took on product management responsibilities, defining the roadmap and collaborating with cross-functional teams to develop Version 2.0 of the platform and internal tools.

○ Partnered with the Head of Engineering to establish the company's **first design system**, improving UI consistency and scalability.

Narralayer.ai- Head of Product
Feb. 2025-Present

AI powered web 3 company — Remote

○ Leading a cross-functional team of engineers and UI/UX designers to develop an AI-driven, gamified experience where users interact with their AI digital egg (ZAI崽) to influence its evolution.

Mathos AI - Founding Product Designer
Oct. 2023-Jan. 2024

Early-stage startup, backed by YCombinator — Remote

○ Led and launched the company's first mobile application, achieving **over 2 million App Store downloads with a 4.5-star rating** and driving **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**.

DataStax - Product Designer
Feb. 2021-Nov. 2023

DataStax is a unicorn company — California, USA & Lodon, UK

○ Led the **0-1 design and launch** of Astra Block, contributing to a **9% increase** in new user registrations within three months. View project

○ Collaborated with the VP of Product to design the Integrations feature, **reducing onboarding time by 23%** and **increasing onboarded projects by 11%**.

Yahoo - Product Designer
Feb. 2019-Feb. 2021

Yahoo Small Business — California, USA

○ Redesigned the onboarding and purchasing flows across desktop and mobile, successfully **transitioning 30%** of legacy users to next-generation products. View project

○ Led the **0-1 design** of the Business Plan Creator, delivering a full end-to-end experience.

Google -UX Research Assistant
Sep.2018 - Nov.2018

○ Worked to enrich data set for algorithm development for the Nest team.

○ Worked closely with the engineering team to build tools to gather user feedback and develop plans for user testing.