

# JINGHUA YANG

## Senior product designer

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706-207-9355

### WORK EXPERIENCE

#### Senior product designer

**Twilio Segment** *May 2022- present, Denver, CO*

- Led the design of Developer Center, a partner program that empowers developers to build integrations with Segment. Achieved a 6x increase in partner integration built and customer installations since program launched.
- Facilitated product vision workshops, and collaborated with product managers and engineering leads to drive product roadmaps.
- Planned, prioritized and led design efforts across multiple flagship products, collaborating with multiple product teams.

#### Product designer, Growth

**Twilio** *Aug 2019- Apr 2022 Denver, CO*

- Spearheaded the end-to-end design for Twilio onboarding experience. Partnered with product managers to define onboarding vision and strategy. Worked cross-functionally to launch developer onboarding framework across multiple pillar products, and achieved a 30% increase in user activation metrics.
- Led discovery research to identify pain points and growth opportunities that shaped product roadmap.
- Optimized the design and product development process by establishing an A/B testing experiment playbook, and contributing components and patterns to Design Systems.

#### UX Design Intern

**Lexmark International** *Jan 2019 - Apr 2019 Lexington, KY*

- Designed for enterprise cloud printing platform, across firmware and software. Spearheaded the redesign of Lexmark's printer setup configuration flow, resulting in an intuitive, on-brand UX.

#### UX Design Intern

**projekt202** *May 2018 - Aug 2018 Addison, TX*

- Established projekt202's first design system in Sketch, driving design consistency for internal projects. Led the design of a desk booking application from planning to execution.
- Synthesized research data for 20+ participants in collaboration with the research team. Delivered 6 personas and 6 user journey maps for the client presentation and informed design roadmap.

### EDUCATION

#### M.S. in Human-Computer Interaction

**Indiana University Bloomington**

*May 2019, Bloomington, IN*

#### B.S. in Industrial and Systems Engineering

**Georgia Institute of Technology**

*May 2017, Atlanta, GA*

### SKILLS

#### UX METHODS

User interview, Affinity diagram, Usability testing, Journey map, Contextual inquiry, Co-design workshop, Competitive analysis, Heuristic evaluation, Sketching, Storytelling, Wireframing, Prototyping, A/B Testing, Design systems, Visual design

#### TOOLS

Figma, Sketch, InVision, Adobe Creative Suite

#### PROGRAMMING

Python, SQL, HTML/CSS

#### DESIGN SPECIALITY

Enterprise products, Developer experience, Data