

# Yifan Deng

Mountain View, CA | 818-456-3160 | [www.yifandengdesign.com](http://www.yifandengdesign.com) | [yifandengdesign@gmail.com](mailto:yifandengdesign@gmail.com) | [www.linkedin.com/in/yifandengdesign](https://www.linkedin.com/in/yifandengdesign)

I bring a wealth of expertise in the tech industry, particularly in SaaS, tackling complex enterprise challenges while ensuring that my solutions are not only aesthetically appealing but also highly functional and user-friendly

## EDUCATION

**Carnegie Mellon University** 12/2021 | Master of Entertainment Technology, specializing in human-computer interaction | Pittsburgh, PA

**South China University of Technology** 06/2019 | Bachelor of Engineering in Industrial Design | Guangzhou, China

## WORKING EXPERIENCE

**Harness Inc Product Designer** Jan 2022 - now | 2 years | Bay Area, CA

- Led the design of **Gitness**, a web-based code hosting product from scratch, which launched successfully in Sep 2023, amassing **5,000+ GitHub stars** and garnering recognition on **Hacker News by Y Combinator**, while continuously enhancing usability through real user feedback
- Redesigned overview dashboard for Harness SaaS platform, through 8 rounds of design review with experts and iterations, leveraging outstanding skills in data visualization and interaction design, achieving significant recognition and making a considerable impact within Harness's core customers
- Designed Gen AI features in developer tools for rapid code analysis and digestion, streamlining the search for code snippets and troubleshooting to swiftly respond to customer needs and tech trends
- Improved the subscription flow of the Harness platform as part of the Product-Led Growth strategy, increasing conversion rates by 38.5%

**Microsoft Corporation UX Design Contractor** | Jan 2021 - Jun 2021 | 6 Months | Beijing, China

- Investigated and influenced the search experience for **Microsoft Start**, a mobile APP integrated with Bing search and news feed launched in Sep 2021
- Designed and delivered the end-to-end flow of contextual search flow while browsing the news, providing instant search results
- Created over 50 high-fidelity mock-ups and 10 interactive prototypes, utilizing insights from data points of past user behaviors
- Collaborated closely with product managers and engineers to conduct A/B testing, receiving over 75% positive feedback from user survey

**Alibaba Group UX Design Intern** | Jun 2020 - Sep 2020 | 3 Months | Hangzhou, China

- Redesigned the online shopping experience of the TaoBao APP at Alibaba, **the leading e-commerce platform in China** boasting over 500 million users, by leveraging the power of user-generated content(UGC) to boost user engagement
- Made design decisions that were critical in delivering the final product by employing invaluable insights from competitive analysis and conducting 10+ in-depth user interviews
- Delivered the design outcomes to the director of product management, integrating them with key findings and insights that influenced the future product roadmap

**August Wilson House (Museum) Freelance Designer** | Feb 2020 - May 2020 | 4 Months | Pittsburgh, PA

- Worked for the client August Wilson House Museum, collaborating closely with stakeholders (historian, playwright) to create an engaging and educational AR mobile experience for the younger generation to learn more about the **African-American culture** at Pittsburgh
- Managed the product design process, which included field research, conceptualization, wireframing, and the creation of an illustration-style interface for the development of the APP demo
- Conducted remote usability tests with 85 participants on Maze, aimed at validating design choices and enhancing interaction experience through participant feedback

## SKILLS

**Research & Design:** Contextual Inquiry, User Interview, Questionnaires, Persona, Journey Map, Storytelling, Competitive Analysis, Data Visualization, Wireframing, Rapid Prototyping, Usability Testing, Interaction Design, Motion Design, Typography

**Tools:** Figma, Sketch, Photoshop, Axure, Tableau, After Effect, InDesign, Autodesk Maya, Unity, KeyShot, InVision, Jira, Miro

**Development:** Python, JavaScript, HTML/CSS, C# (Unity)