

Yifan Deng

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WORKING EXPERIENCE

Senior Product Designer @ ServiceNow | SaaS, Developer Tools | Jul 2024 - present | Santa Clara, CA

- Drove the vision-to-execution of ServiceNow's first Vibe Coding Experience – Build Agent in the ServiceNow IDE, [launched in Sep 2025](#). Defined the end-to-end agentic flow under high ambiguity and led the design from early exploration through final launch.
- Led UX research and concept validation with internal experts and external developers, uncovering key engagement behaviors with the Build Agent in IDE. Partnered closely with the engineering, product team to **tailor the experience around the unique challenges of LLM outputs**—such as unpredictability and failure cases—translating insights and technical constraints into iterative design solutions that improved adoption, reduced friction, and ensured feasibility during implementation.
- Pioneered the “Build Agent” design pattern as the first mature framework for AI-enhanced coding experiences at ServiceNow, establishing foundational standards now influencing multiple products, such as the low-code tool ServiceNow Studio, broadening the long-term impact of the design system.
- Designed and delivered the [Vibe Coding Demo](#) showcased at ServiceNow Knowledge, the company's flagship annual conference, presented on stage by the VP of Product to 5,000+ in-person and 10,000+ virtual participants. The demo shaped the strategic narrative for the developer platform, resonated strongly with customers, and contributed to billions of open pipelines and projected ACV.

Product Designer @ Harness Inc | SaaS, Developer Tools | Jan 2022 - Jul 2024 | 2.5 years | Mountain View, 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.
- Led the design of the CI tool by simplifying the onboarding flow and redesigning the build pipeline experience, which had a huge impact on increasing the efficiency of the Harness DevOps platform.
- Redesigned overview dashboard for Harness DevOps platform, leveraging outstanding skills in data visualization and interaction design, achieving significant recognition from both internal team and external customers.
- Designed GenAI 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%.

UX Design Intern @Microsoft | Jan 2021 - Jun 2021 | 6 Months

- 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

EDUCATION

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

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)