

Yue Han

Product Designer

🌐 yue-han.co ✉ yuehan1104@gmail.com 🔗 linkedin.com/in/yuehan1104 ☎ +1-304-989-7146

Product Designer specializing in AI-powered B2B SaaS and consumer products. I transform complex workflows into intuitive experiences through user research, systems thinking, and cross-functional collaboration.

Experience

Product Designer – AdCellerant

Apr 2024 - Aug 2026 | Denver, CO

- Redesigned AI-powered campaign management and reporting workflows for a B2B advertising platform supporting **1M+ campaigns**, including a newly launched feature that reached **21.1%** adoption within 90 days.
- Conducted **30+** user interviews and **15+** usability tests, informing design decisions prior to development and shaping roadmap priorities.
- Partnered with PMs and engineers to prioritize and ship **15+ features**, driving improvements that reduced task completion time by **up to 50%**.
- Expanded the design system with **10+ reusable components**, improving consistency and streamlining developer handoffs.

Product Designer – Dewey Smart

Jun 2023 - Apr 2024 | New York, NY (Remote)

- Led end-to-end product design as **the sole designer** for an AI-powered college essay platform, launching a web and mobile MVP in **2 months** that acquired **1,000+ users** in its first month.
- Partnered with the CEO and CTO to define product strategy and how AI assistance surfaced to students and tutors, then simplified the core flows through prototyping and testing, cutting **33%** of steps from the essay review journey.
- Built the platform's first design system, including branding, typography, grids, and **20+** components, establishing consistency for a product being built from scratch.

Product Designer (Contract) – Alibaba Group

Jul 2022 - Nov 2022 | Sunnyvale, CA (Remote)

- Led product design for Alibaba.com's Elite Partner Events project, creating responsive e-commerce page templates adopted by **300+ B2B merchants** in **10+ industries**, contributing to a **15% increase in NPS**.
- Standardized **30+** reusable UI components and implementation guidelines, reducing merchant implementation effort by **20%**.

Architectural Designer – CallisonRTKL

Jul 2019 - Sep 2021 | Washington, D.C.

- Collaborated on **10+** domestic and international architectural projects, translating stakeholder requirements into design solutions that contributed to **\$5M+** in project revenue.

Skills & Tools

Design: UX/UI Design, Interaction Design, Design Systems, Wireframing, Prototyping, User Flows, Information Architecture, Visual Design

Research: User Interviews, Usability Testing, Competitive Analysis, Card Sorting, Journey Mapping

Tools: Figma, FigJam, Maze, Amplitude, ZeroHeight, Figma Make, Claude, Cursor, Webflow, Framer, Adobe Creative Suite

Education

Designlab Bootcamp - UX Academy, Design 101 (2020-2021)

University of Virginia - Master of Architecture, Charlottesville, VA (2017-2019)

Northwestern Polytechnical University - Bachelor of Architecture, Xi'an, China (2012-2017)