

# YUNFEI JIAO

[yunfeis-portfolio.webflow.io](https://yunfeis-portfolio.webflow.io)

yj497@cornell.edu | +1 (858) 531-9576

## SKILLS

### + Tools

Figma, Webflow, ReactJS, HTML, Astro, Frame, CSS, Tailwind, Javascript, AI Agents (Claude, Codex, Cursor), Adobe Illustrator, Adobe Photoshop, Google Analytics, Jira, Miro

### + UIUX Design

Design Systems, Visual Hierarchy, Personas, User Flows, Wireframing, Journey Mapping, Information Architecture, Data Visualization, Responsive Design, UX Writing, Graphic Design, WCAG Guidelines

### + UX Research

Usability Testing, Quantitative Research, Qualitative Research, Contextual Inquiry, Ethnography, Competitor Analysis, Stakeholder Communication

## EDUCATION

### + Cornell Tech (Cornell University)

2023 - 2025

***M.S. in Information Science with a Concentration in Design***

Relevant Coursework:

- VR/AR, HCI, Social Psychology, IoT, Front-end dev, AI, ML

### + University of California, San Diego

2019 - 2023

***B.S. in Cognitive Science (Spec in HCI)***

***B.S. in Managerial Economics***

Overall GPA: 3.8/4.0 | Phi Beta Kappa Honor Society

Relevant Coursework:

- Cognitive Science, Neuroscience, HCI
- Econometrics, Operations Research, Investment Management, Accounting

## EXPERIENCES

### + UIUX Designer

Universal Processing LLC, New York

Feb.2024 ● — ● Present

- Revamped the end-to-end UI/UX of a multi-tenant, multi-device SaaS POS system (mobile, tablet, desktop, kiosk) used by 35,000+ businesses
- Modernized the UI with better brand identity, component reusability, and visual accessibility. Raised user trust by 25% and perceived product value by 21%
- Synthesized cross-sourced user data to restructure a data-heavy back-office system with reporting, configurable tables, and administrative tools
- Improved financial artifacts' readability and adoption rate by 21% through new data visualization, data re-prioritization, and onboarding animations
- Developed WCAG-compliant, responsive design systems, vide-coded demos, with detailed documentation to support seamless engineering handoff

### + Cofounder, Product Designer

Startup Studio, Cornell Tech, New York

Sep.2024 ● — ● Jun.2025

- Developed an AI-powered food discovery and social app that personalizes food discovery and reduces cultural frictions, utilizing OCR, LLMs, and crowdsourcing
- Led a cross-functional team of four and driving user research, product design, outreaching, and marketing strategies
- Validated market demand through 200+ surveys and interviews, refined app usability with 30+ contextual inquiries
- Designed and shipped a high-fidelity mobile app incorporating smooth onboarding, conversational AI, social features, loyalty program, and more



## EXPERIENCES

### UIUX Designer Intern

Starward Game Studios LLC, Mountain View

Sep.2024 ● — ● Feb.2025

- Led design for two AI-driven mobile games, focusing on player retention and content engagement through intuitive UI real-estate management and optimized game loops.
- Deepened immersion and "game-feel" by creating lightweight micro-interactions via After Effects and Lottie, using motion to guide user attention during high-intensity interactions.
- Enhanced user engagement and collaboration by integrating low-friction social interactions and live data sharing
- Iterated rapidly on mobile prototypes, collaborating with engineers to balance visual craft with performance.

### Product Designer

UC San Diego Startup Studio, San Diego

Apr.2023 ● — ● Nov.2023

- Designed a wellness check-in appointment platform for seniors, prioritizing accessibility and inclusive design to accommodate varying digital literacy and physical needs.
- Ensured a ease-on-mind onboarding flow, an informative and intuitive care-provider exploring flow, and a seamless scheduling flows
- Conducted surveys, structured interviews, and unstructured focus group interviews with 3 assisted living communities
- Won Catalyst Funding

### VR UX Design and Research Intern

Creativity Lab+Meta, San Diego

Jun.2022 ● — ● Apr.2023

- Designed adaptive UI and transferable gestures for head-mounted displays to accommodate physical and cognitive disabilities in XR and AR applications
- Conducted user elicitation studies, contextual inquiries, and usability tests, resulting in valuable cognitive and spatial computing insights
- Developed an interactive image database using ReactJS, HTML, CSS, and Firebase to support professional crowdsourcing and structured image annotation

