Yujie (Dina) Da

UX / Product Designer | 0-to-1 Products · Human-AI Interaction · Web & Mobile UX
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SUMMARY

Product & UX designer skilled in 0-to-1 feature design, user research, usability testing, scalable design systems and cross-functional delivery. My work spans enterprise AI, consumer transaction, e-commerce and community products.

WORK EXPERIENCE

Product Design Intern | The Convenience App, LLC *Jul 2026 - Sep 2026*
Marlborough, MA | Consumer App

- Audited pre-launch booking-to-payment transaction flows alongside founders and engineers, resolving usability pain points for the new on-demand local service vertical.
- Addressed button-system gaps and built reusable components in three sizes with default, pressed, and disabled states, leveraged AI-assisted visual exploration to align stakeholders on design direction.
- Designed and prototyped a swipe-to-pay control with micro-interactions and responsive motion feedback; documented component logic for engineering handoff.
- Standardized service icons, built coupon user flows, and delivered animated banners, web hero assets and launch visuals for the feature release.

UX/UI Designer | VortexNet LLC *Jun 2025 - Dec 2025*
Covina, CA | Enterprise AI and Software Services

- Led 0-to-1 design for an AI-powered mock interview and career coaching experience; used a 30+ respondent survey to inform workflows, high-fidelity prototypes, and client handoff.
- Drove data-informed design decisions and rapid iteration through usability and comparative concept testing of text-interview and countdown options; test task completion rose from 58.3% to 91.7% (+33.4 percentage points), with a 4.8/5 participant rating.
- Designed LLM conversation flows and human-mentor handoffs; refined interactions through research, testing, and reviews with the PM, engineers, design lead, and client representative.

Brand Experience Designer | GaoFu Foods *Feb 2022 - Jan 2024*
Shanghai, China | Imported Food and E-commerce

- Redesigned B2B website information architecture and content hierarchy to clarify company scale, supplier capabilities, and products, contributing to a 32.2% traffic increase within three months.
- Managed a network of 300+ content creators; used interviews and feedback to inform e-commerce improvements and designed product detail pages to support checkout and payment conversion.

Digital Experience Designer | 1 Point 3 Acres LLC *May 2020 - May 2021*
Seattle, WA | Online Community and Forum Platform

- Recruited participants and tested registration and onboarding for a new social discovery app, translating findings into flow and interaction improvements. Partnered with developers to define reusable visual, motion, and component guidelines for landing pages, mobile splash screens, banners, animations, and campaign assets

PROJECTS

Product Designer — Capstone Project | Northeastern University *Sep 2026 - Dec 2026*
Boston, MA

- Leading research, surveys, a design system, and high-fidelity UI built with Claude for a 30-minute alumni-student video experience-sharing platform, with agile sprints and regular university stakeholder design reviews.

EDUCATION

Northeastern University, Boston, MA | GPA: 3.63/4.0 Sep 2024 - Dec 2026
Master of Professional Studies in Digital Media, Concentration in **Applied User Experience Design**

Duquesne University, Pittsburgh, PA Aug 2016 - May 2020
B.A. Multiplatform Journalism, Minor in Public Relations and Advertising

SKILLS

Product Design: Interaction Design · Information Architecture · User Flows · Wireframing · Rapid Prototyping · Design Systems · Component Systems · Motion Prototyping · Responsive Design · Human-AI Interaction · Accessibility
Research: User Interviews · Survey Design and Analysis · Personas · Usability Testing · A/B Testing · Journey Mapping · Competitive Analysis · Heuristic Evaluation · Data Visualization
Tools: Figma · FigJam · Adobe Creative Suite · HTML/CSS · Miro · Jira · Qualtrics · Tableau · Claude Code · Codex