

# De Yu

Product Experience Designer Product Manager

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## **SUMMARY**

I am an experienced product designer with a proven track record of delivering successful digital products and experiences. I am skilled in leading cross-functional teams and collaborating with stakeholders to develop user-centered design solutions that meet business objectives. With a strong background in user research, prototyping, and design systems, I am able to balance user needs with business goals to create intuitive interfaces and engaging experiences.

## **SKILLS**

- UI/UX Design
- Product Management
- Usability Research
- SaaS
- Figma + Sketch
- Jira + Confluence
- Presentation Design
- Marketing Strategy
- Customer Service

## **EXPERIENCE**

### **ShoppingGives | Chicago, IL**

**2016 - 2023**

#### *Director of User Experience*

- Improved the activation rate of our products by 184.44% through user research, usability testing, a/b testing, and other UX methodologies
- Led the design, development, and implementation of a user-centric experience that 4.7 million end-users have used
- Worked in cross-functional collaboration to incorporate user needs and business requirements into product development, from concept to launch
- Streamlined the design process and improved consistency and quality through the use of the design system and components library
- Provided ongoing support and training to team members, ensuring practical application of the design system across all products
- Managed and mentored junior staff, providing guidance on best practices, design standards, and insight with working in a cross-functional team

#### *Product Owner*

- Lead design and managed development of a digital product from ideation to launch that resulted in a 12% increase in our customer AOV.
- Worked closely with development team to ensure timely and high-quality product and feature delivery, utilizing Agile SCRUM methodologies
- Conducted marketing and competitive analysis to identify market opportunities and inform product strategies and roadmap
- Gathered customer and stakeholder requirements to define product key differentiator and value in order to position the product at launch
- Managed stakeholder expectations and communication in order to ensure alignment on product vision and objectives
- Help drive company growth and product adoption through seed and series A funding

## **Brickfish | Chicago, IL**

**2014 – 2016**

### *Associate Art Director*

- Created brand guides, playbooks, and pitches that set the foundation for all online and print marketing strategies.
- Managed a design team to develop campaign briefs, storyboards, graphic concepts, and final deliverables.
- Developed marketing campaigns for Neiman Marcus, NYFashion Week, Firestone, Hertz, and Strack and Van Til.
- Wrote and edited copy, ensuring that visuals and text were in sync and resonated with the reader.
- Led UI/UX product design and development for an internal content management, publishing, and analytics tool.

## **Idea Booth | Chicago, IL**

**2012 – 2014**

### *Junior Art Director / Design Team*

- Created brand guides, websites, and assets to establish a strong visual presence for the organization.
- Developed and maintained the brand strategy through the creation of digital ads, print ads, and billboards for clients.
- Clients include the University of Chicago, Walgreens, 1871, Turano Baking, Connie's Pizza, and Rosebud Restaurants.

## **EDUCATION**

**DePaul University** | *Bachelor of Science in Commerce*

**2011**

*Major Concentration: Marketing (SLP Program), Management*

## **INTERESTS**

- Photography
- Biking
- Amateur Movie Critic
- Star Wars Lore