

Simiao Yu

(she/her) is a product designer, who helps companies design products that perfectly balance aesthetic delight, product value, user needs, technical constraints and business outcomes.

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Work Experience

Essense Partners

Product Design Lead / Art Director

2017 – Present, New York

- Led design projects across the entire product lifecycle from scratch to launch.
- Provided product strategies and translated stakeholders' needs into real product value for Irth Solutions' SaaS platform across multi-platform. The new experience improved productivity and enhanced team collaboration that empowered more than 15 organizations and hundreds of teams.
- Crafted design solutions for a B2B ESG platform from 0-1 and created an effortless experience for alternative investors in an affordable model, received high praises from the CEO and senior executives.
- Managed and evaluated team, established workflows, created product roadmap, and presented works to gain buy-in from stakeholders.

TouchTunes Interactive Networks

Product Designer / Motion Designer

2015 – 2017, New York

- Led design for TouchTunes Mobile App, rated the No.1 jukebox mobile app, with over 8 million downloads and generating over \$70 million in yearly revenue.
- Led design for "reFRESH" music initiative by leveraging cross-screen advertising platform to drive brand awareness, engagement, intent and on-premise sales at thousands of targeted social venues nationwide.
- Partnered with product managers, engineers, and marketing members on cross-functional collaborations from daily improvements to longer-term strategies.

Education

School of Visual Arts

Master of Fine Arts: Computer

2013 – 2015, New York

Tsinghua University

Bachelor of Arts: Visual Communication

2008 – 2012, Beijing, China

Skills

UI/UX Design

Interaction Design

Information Architecture

Wireframing

Prototyping

Design Systems

Design Thinking

User Research

Usability Testing

Cross-functional Teamwork

Art Direction

Motion Graphics

Animation

Illustration

Branding & Identity

Tools

Figma

Sketch

Axure

Photoshop

Illustrator

After Effects

Premiere

Cinema 4D