

Jo Yan

PRODUCT DESIGNER · AI PRODUCT SURFACES · CROSS-PLATFORM DESIGN SYSTEMS

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Designs AI product surfaces and the systems underneath them. At GLKB, designed how a research agent shows its reasoning across an 8–15 minute run, writing requirements that changed backend behavior. At YOW.tv, joined as the first designer and now owns the token system resolving touch, cursor, and TV D-pad. Both products are live.

EXPERIENCE

YOW.tv · Product Design Intern

May 2026 – Present · Remote · first designer hired

- Design across mobile and web for an indie-film streaming platform, the TV surface specified ahead of build. **Onboarding, authentication, and the Campus Premiere launch experience are live**, with Home rebuilt in staging and Library next.
- Joined a company with a branding lead but no product, UX, or UI designer. **Built the design practice from nothing**: Figma organization, file architecture, component conventions, and the standards the team now works to.
- Sole designer on the cross-platform design system: a dark-first token set resolving three input models (touch, cursor, TV D-pad), with focus as a single state expressed three ways so the system never forks by platform. **Spacing shipped platform-resolved, then collapsed to one scale** after one token name resolving to three values proved ambiguous in handoff, the migration costed row by row to hold rendered pixels constant. TV is specified, not yet built.
- Authored the information architecture from a current-state audit of every screen and UI state across web, Fire TV, and mobile: identity, tiering, detail-page taxonomy, and metadata, plus a **readiness map of where it was safe to start building**.
- Authored the connected-TV platform strategy. Mapped per-OS constraints across six targets, then sequenced a web-as-source-of-truth → React Native → Roku → Apple TV rollout matched to the dev team's React capability and US install base.
- Authored the social-layer strategy, benchmarked against 12+ streaming, music, and film-community platforms. **Argued the team off a fully gated model** to a free registered tier. Access model and IA recommendations were **adopted as roadmap direction and are now in build**, with livestreamed watch parties in design at an outside agency whose wireframes I review.
- Cut a typeface licensing requirement that **scaled from ~\$42K/yr at launch to ~\$113K/yr across the planned platform rollout**. Sourced an open-source family that unified a split marketing and product identity across web, mobile, and TV.
- Set the Figma-to-engineering handoff standard. Run feasibility reviews before designs are committed. **Carried handoff continuity through a mid-project change of outsourced development partners**.
- Designed and hand-built **11 transactional and lifecycle email templates**. Built in HTML with Claude Design and Claude Code.
- Ran a controlled A/B probe on dark-mode email rendering across six clients, **publishing the negative result**: the CSS mitigations the field recommends were pixel-identical to no mitigation in every client. Removed the dead code with a comment against re-adding it, measured the real failures (contrast falling to 1.13:1), and wrote six rendering rules from the captures.

GLKB · Jie Liu Lab, University of Michigan · UX/UI Designer · glkb.org

May 2026 – Aug 2026 · Remote, concurrent with YOW.tv

- Sole designer on this genomics literature platform. **Redesigned seven web and mobile-web surfaces** and designed four from scratch, rebuilding the 375–1920px token system. **In use by 50+ researchers** across Michigan and four outside institutions.
- Designed **Investigate**, the deep-research mode: an 8–15 minute run narrowing 1,341 retrieved papers to 53 screened, 20 extracted, and the 17 cited. Set what the agent surfaces and at what pace it streams, the report **computed evidence-first, delivered answer-first**. Aligned PM, frontend, and agent-side engineers, producing **requirements that changed backend behavior**. **Proposed and drove the mid-run clarifying question**: on vague queries the agent asks rather than guesses.
- Designed the evidence layer: the reference system separating abstract-level from full-text evidence and **Search Options** (the article-type and sort controls over that evidence, resolved into a side panel after several competing layouts).
- Made the case for replacing a single shared Figma file with a proper team and file structure, won lab buy-in, and executed it.
- Ran design QA two ways on shipped builds. At GLKB, Claude Code checked tokens against computed styles. At YOW.tv, audited staging Home at three breakpoints, **reading computed values off the live DOM, not screenshots**, returning 42 divergences ranked by severity and **separating defects from decisions the design file could not settle**.
- **Benchmarked the About page against eight research tools**, naming eight gaps. **Four are closed on the shipped page**.
- Built the platform's promo video entirely in front-end code with Claude Code and Antigravity. Defined the **API documentation IA** and wrote its core pages, and specced the md-in/web-out blog template now running in production.

Georgia Institute of Technology · Graduate Teaching Assistant

Aug 2025 – Present · Atlanta, GA

- **User-Centered Design, Fall 2025**. Supervised research strategy for 70+ students on industry-sponsored projects.
- **Introduction to Smart Products, Spring 2026**. Taught Arduino prototyping and **ran two lectures per week solo**.

- **First-Year Industrial Design Studio, Fall 2026 (current).** Planning curriculum for ~84 incoming students.

Avient Corporation · Product Design Intern

May 2024 – Aug 2024 · St. Louis, MO

- Led end-to-end design exploration for leading EV and spirits clients, converging 40+ concepts into validated directions.

Volkswagen · UX Design Intern

June 2023 – Aug 2023 · Shanghai, China

- Defined product strategy for autonomous-vehicle “third living spaces.” **Composed and ran the user surveys and interviews** that validated 11 engagement scenarios, directly informing feature prioritization.
- From 15+ competitors, **identified the Digital Twin and Cockpit AI opportunities integrated into VW’s 5-year HMI roadmap.**
- Explored 6 multi-modal smart-cabin UI directions in Figma, generating hi-fi wireframes with generative AI to accelerate testing.

EDUCATION

Georgia Institute of Technology · Atlanta, GA

M.S. Human-Computer Interaction, GPA 4.0 · Aug 2025 – May 2027 (expected)

B.S. Industrial Design, GPA 4.0 · Aug 2020 – May 2025

Honors: Finalist, 2024 IDEA Awards · Winner, 2023 LIT Design Award

PROJECTS

BlackRock × Georgia Tech MS-HCI · AI-First Internal Workspace

Product Designer · Aug 2026 – May 2027

- Designing agentic UI for an internal analyst workspace. Each role needs the same underlying data shaped to its own work; tools flexible enough to allow that are too hard to learn, and tools easy enough to adopt produce sprawl nobody can maintain.
- **Designing the system with the BlackRock team without Figma**, in Paper, Claude Design, and Claude Code.

U.S. Soccer · Kick: Fan Engagement & Pickup App · Georgia Tech MS-HCI

Lead Product Designer · 2025

- **Sourced the brief.** Field research followed: AEIOU observation across four venues and intercepts at a live MLS match.
- Produced **every mid- and high-fidelity screen and the prototype**, on a Figma design system of variables and text styles.
- My heuristic evaluation surfaced the severity-4 finding that became the product’s headline feature, cutting a nine-screen flow to two. **Scored 83.75 on the System Usability Scale** across four expert evaluators, two of them U.S. Soccer staff.

SwallowCare · Dysphagia Adherence App · Georgia Tech MS-HCI

Lead Product Designer · Aug – Dec 2025

- Pivoted an LLM-powered dysphagia companion, built with an MGH-affiliated speech-language pathologist, away from gamification. Streaks and a mascot tested **well**, but points measure engagement, not swallowing safety, so a score from the validated EAT-10 scale replaced them. Removing a mechanic users liked, on clinical-validity grounds, was the call.
- Ran the study base: **11 interviews**, a **27-response** survey I composed and implemented in Qualtrics, a **1,129-comment** social-media mining set, an **8-product** rubric-based competitive analysis, and two full clinical journey maps.
- In moderated testing, **all five completed onboarding and diet logging; the exercise flow succeeded for two of five.**
- Authored the team’s research reporting: **two decks under my own byline**, and designed the team’s final presentation.
- Defined the design system to Apple HIG during the course, then **rebuilt it solo after the semester ended** on a new type scale.

SKILLS

Systems & Cross-Platform: Design systems and tokens · multi-input interaction (touch, cursor, TV D-pad) · responsive token systems, mobile through TV (375–1920px) · information architecture · accessibility (WCAG 2.2).

AI-Assisted Design & Build: Claude Code, Codex, Cursor, OpenCode, Claude Design, Figma Make, Stitch. Builds customized agentic workflows on a self-built multi-profile harness (Hermes). Working knowledge of HTML/CSS/JS.

Research & Strategy: Usability testing · survey and interview design · competitive analysis · product strategy · engineering feasibility review · Qualtrics XM.

Tools: Figma (Dev Mode, Variables, Auto Layout) · ProtoPie · Framer · Adobe Creative Suite · Miro / FigJam · Python · Arduino.