# QITING YU

**Product Designer | UX Designer**

## PROFESSIONAL EXPERIENCE

**Product Design Intern** 09.2025 - 12.2025

**@ RIB Software (a Schneider company)**

- Led the UX design execution for a B2B construction SaaS plugin from early concept through developer handoff and launch, collaborating closely with cross-functional teams to align user needs, technical constraints, and business goals.
- Synthesized quantitative product usage data into actionable insights, presenting **3+** roadmap directions for the next product **2.0** iteration.
- Contributed to the new feature that helps reduce manual effort and accelerate overall workflow by up to **70%**, improving efficiency and lowering client coordination costs.
- Created high-fidelity wireframes and interactive Figma prototypes to simplify complex workflows and align stakeholders on the end-to-end user experience.

**UX Design & Research Intern** 05.2025 - 08.2025

**@ In Good Company Works Inc.**

- Assisted in the design and development of an AI-powered digital tool that empowers businesses to support and retain employees with disabilities.
- Conducted user research and wireframing, translating **85%** of stakeholder needs into User-Centered Interfaces.
- Led **2** rounds of user testing and **5+** discovery calls, identifying friction points that led to a **30%** reduction in usability issues.
- Partnered with developers and stakeholders to deliver **10+** design updates, optimizing Information Architecture and improving overall user satisfaction.

**Product Designer** 03.2023 - 06.2023

**@ Drayeasy (Contractor)**

- Optimized User Flows for a logistics SaaS startup, resulting in a **62%** decrease in task completion time for the rate selection process.
- Restructured Information Architecture by conducting competitive analysis and market research to align with freight forwarders' mental models.
- Validated High-Fidelity prototypes through stakeholder interviews, ensuring design solutions met both user needs and technical feasibility.

**Product Fellow** 09.2025 - 04. 2026

**@ Home Depot (Industry Collaboration)**

- Collaborated with Product Development Engineers and Industrial Design Managers to support early-stage product concept development and go-to-market strategy exploration.
- Evaluated product concepts through real-world scenarios, including cost, feasibility, and go/no-go decision factors for implementation.
- Defined long-term product direction, aligning business objectives such as growth potential, operational efficiency, and customer satisfaction.
- Developed and presented concept business pitch decks, including in-store and online merchandising strategy, product assortment, cost projections, branding, and packaging concepts.

**UX Designer** 01.2023 - 03.2023

**@ Ford Community & Performing Arts Center (Client-Based Project)**

- Designed a Membership Identification feature using Service Design principles, successfully reducing check-in wait times by **40%**
- Improved visitor safety by implementing accurate tracking systems and a streamlined verification UI.

## CONTACT


**Portfolio:** www.qyustudio.com
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## EDUCATION

**Georgia Institute of Technology**
Master of Industrial Design (MID)
**Student Ambassador**
@ Adobe

**The City College of New York**
B. Architecture (NAAB)
Magna Cum Laude, Dean's List

## SKILLS

**Design**

UX/UI design, AI & Agentic UX, Design Systems, Visual design, Prototyping, Information architecture, Accessibility, Storyboarding, User flow, Wireframing, Design system, Responsive & Adaptive Design, Service design, VR/AR design

**Research**

Usability Testing, User Journey Mapping, Task & Data analysis, User Interview, A/B testing, Competitive Analysis, Survey, Affinity Mapping, Market Research, Qualitative & quantitative research, Participatory Design, Co-design Workshop

**Software**

Figma, Adobe Creative Suite, HTML & CSS, JavaScript, Python, C++, Microsoft office, Photoshop, Illustrator, InDesign, After Effects, Three.js, Unity, vibe coding (Antigravity / Gemini / Bolt / Lovable / Cursor / Claude Design)

**Collaboration & PM**

Jira, Agile / Scrum, cross-functional collaboration, design handoff, analytics-driven design decisions making