

SEAN YU

Product Designer

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SUMMARY

Product Designer owning end-to-end design for B2B SaaS and consumer health products, as the only designer on each project. Designed the menu operations workspace and the first design system for an enterprise restaurant platform serving 23,000+ locations; both are still in production. Led an AI chat redesign that shipped to the App Store in Q1 2026 and now underpins the product's core experience. MS in Human-Computer Interaction.

EXPERIENCE

Product Design Consultant

Independent Product Design Consulting, Toronto, ON (Remote) | Mar 2026 to Present

Retained by a global investment firm to support a health technology company in its portfolio.

- Extend the design system and feature work begun in-house at Theta Health, expanding the component library and remediating WCAG 2.2 AA failures at the component level, so new screens inherit compliant patterns.
- Advise other US technology startups on product design, from discovery and information architecture through interaction design and design systems foundations.

Product Designer

Shanda Group at Theta Health, Redwood City, CA (Remote) | Oct 2025 to Mar 2026

Sole designer on the AI chat redesign and Daily Memo, working with 1 PM and 3 engineers.

- Led the end-to-end redesign of the AI chat feature at the core of the product. Identified 5 compounding usability failures in an audit, then rebuilt the experience around discrete sessions, triage-ordered clinical responses, and visible model reasoning. Shipped to the iOS App Store in Q1 2026, became the pattern the rest of the app was rebuilt against, and cut mid-conversation abandonment 63%.
- Ran 3 rounds of moderated usability testing with employees from unrelated teams as naive-user proxies, surfacing 3 recurring blockers. Task completion rose from 64% to 88%.
- Shipped Daily Memo, a symptom- and mood-logging feature, on a dual-track discovery cadence, reaching 92% post-launch task success.

Product Designer

Checkmate (formerly ItsaCheckmate), New York, NY (Remote) | Aug 2020 to Jul 2023

Enterprise restaurant platform serving 23,000+ locations at the time, including Inspire Brands chains like Arby's, Buffalo Wild Wings, Sonic, and Jimmy John's. Sole designer on Menu Manager, Scan Order Pay, and onboarding; led the first design system.

- Redesigned Menu Manager, the flagship workspace where multi-location brands sync menus to POS systems such as Toast and Square, and to 10+ delivery marketplaces including Uber Eats and DoorDash. Rebuilt the information architecture around 5 core objects, replaced a takeover modal with a persistent side panel, and flattened unbounded modifier nesting into inline summaries. Shipped in 2023 and still the product foundation; reduced channel management time 90% (company-reported).
- Built Checkmate's first design system: semantic WCAG 2.1 AA color tokens, type and spacing scales, and a Figma component library with full variant and state documentation. Adopted voluntarily by 3 product teams; engineers estimated that median feature build time fell from 4 hours to 1.5 hours. A year after I left, the semantic tokens made the company's 2024 rebrand a value change rather than a component rebuild.
- Designed Scan Order Pay, a QR-code mobile-ordering PWA, with 2 PMs and 2 engineers. A persistent floating-cart pattern kept the order and running total visible while users browsed, removing the round trip to a cart screen. Piloted with 10 restaurant partners; the prototype informed leadership's evaluation of the mobile ordering opportunity ahead of the 2023 Open Tender acquisition.
- Converted a single-credential account model into role-based delegated access, letting owners hand off POS, delivery, and banking setup instead of sharing one login. Grounded in support-ticket analysis and interviews with onboarding and support teams, then refined across 4 moderated sessions; cut median onboarding time 65%.

UX/UI Designer

Monett, San Francisco, CA (Hybrid) | Jun 2019 to Dec 2019

Produced research, wireframes, user flows, and high-fidelity prototypes for handoff alongside 1 founding designer; maintained the shared UI kit and ran weekly design QA.

EDUCATION

DePaul University | MS, Human-Computer Interaction | Sep 2023 to Jun 2025

Advised UC San Diego student startup teams pro bono on product design and user research; mentored DePaul and NYU HCI students through portfolio reviews and design-interview preparation.

Academy of Art University | BFA, Web Design and New Media (now Interaction and UI/UX Design) | Feb 2016 to May 2020

SKILLS

Design: Product Design, UI/UX Design, Interaction Design, Information Architecture, Wireframing, Low- and High-Fidelity Prototyping, Visual Design, Responsive Design, Design Systems, Design Tokens, Component Libraries, Conversational UI

Research: User Research, Usability Testing (moderated and unmoderated), User Interviews, Journey Mapping, A/B Testing, Experimentation, Heuristic Evaluation, Affinity Mapping

Accessibility and Delivery: WCAG 2.1 / 2.2 AA, Inclusive Design, Developer Handoff, Design QA, HTML, CSS, JavaScript

Tools and Practice: Figma, FigJam, Framer, Maze, UserTesting, Jira, AI-Assisted Design Workflows, Agile, Dual-Track Discovery