Jo Yan

PRODUCT DESIGNER · MS-HCI, GEORGIA TECH · OPEN TO WORK FROM MAY 2027

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I design consumer and AI products end to end, and I build them in code. I start with what a screen can't show: what the system can truthfully do, what the business needs, what the person is really trying to do. Then I build to check.

EXPERIENCE

- **YOW.tv** · Product Design Intern, the first designer — May 2026 – Present · Remote
  Streaming for independent film: 841 titles, ~50,000 monthly users. Case study: jo.yan.design/work/yow
  - **Built the design practice from zero.** The handoff standard, and a design system derived from the brand book: 223 tokens read by developers and AI agents.
  - **Sign-up as an account system, not two buttons.** 10 of 25 screens cover what goes wrong. Live on the App Store.
  - **Lifecycle email, rebuilt as a system.** Seven templates hand-coded with Claude Code, tested in six mail clients. Five are sending. The new welcome's early click rate: about 31%, against 2–4% before.
  - **A free tier, not a gate.** It earns from viewing, so everyone lost at the door is lost reach. Adopted on the roadmap.
- **GLKB** · University of Michigan · UX/UI Designer, the only designer — May – Aug 2026 · Remote
  An AI research engine for biomedical literature, used by 50+ researchers. Case study: jo.yan.design/work/glkb-investigate
  - **An AI wait that never says anything false.** In Investigate, an agent reads for 8 to 15 minutes. I asked the backend for two new events so the screen always says something true. Both shipped and live.
  - **Designed for the cost of a failed run.** An abandoned run costs twice: the tokens and the researcher. So I proposed the mid-run clarifying question: the agent asks instead of guessing.
  - **The prototype was the spec.** Built the run's 14 scenes in code, timing and motion included. The front end was built from it.
  - **API docs, and a console that reads as a bill.** A 21-page pitch became 12 pages led by use cases. Both live.
- **Volkswagen** · UX Design Intern — June – Aug 2023 · Shanghai
  - **Research into a roadmap.** 11 in-car scenarios validated. Digital Twin and Cockpit AI joined VW's HMI roadmap.
- **Georgia Tech** · Graduate Teaching Assistant — Aug 2025 – Present · Atlanta
  - Research for 70+ students; solo prototyping lectures; the first-year studio. Earlier: design intern at Avient, 2024.

PROJECTS

- **KICK** · U.S. Soccer × Georgia Tech · Product Designer, the only designer on a team of four — Aug – Dec 2025
  Pickup soccer: say when you can play, and the game finds you. Case study: jo.yan.design/work/kick
  - **Cut my own feature.** Built competition in, then cut it: scoring is admin, in an app built to remove admin. SUS 83.75.
- **SwallowCare** · Product Designer, on a team of four — Aug – Dec 2025
  A daily companion for people with a swallowing disorder. Case study: jo.yan.design/work/swallowcare
  - **A clinical measure, not a streak.** Success is the EAT-10, completed on schedule, read by patient and clinician.
- **BlackRock** × Georgia Tech · Product Designer — Aug 2026 – May 2027
  - **Agentic UI without Figma.** An internal analyst workspace, designed in Paper, Claude Design and Claude Code.
- **time to** · Side project — Sep 2026 – Present
  - **Watch faces drawn in code.** 20 faces in 47 days on one fixed canvas, the live time, no Figma: jo.yan.design/time-to

EDUCATION

Georgia Institute of Technology · M.S. Human-Computer Interaction, GPA 4.0, 2027 · B.S. Industrial Design, GPA 4.0, 2025

Honors · IDEA Awards finalist, 2025 · third author, *CoDesign* journal (2026)

SKILLS

Product: product strategy, success metrics, A/B and usability testing, interviews, information architecture, WCAG 2.2

Design and build: design systems, prototyping; Figma, Framer; Claude Code, Codex, Cursor; HTML, CSS, JavaScript