

Yuke (Aurelia) Yi

Product Designer

Portfolio: aureliayi.me
linkedin.com/in/yuke-yi
yukeyi.work@gmail.com
CA +1 647-916-8368

Education

- Digital Product Design (Certificate)**
Sheridan College · Sep 2025 – Apr 2026
GPA 3.96/4.0
- Interactive Media Management (Certificate)**
Sheridan College · Sep 2024 – Apr 2025
GPA 3.98/4.0
- Design History & Theory (MA)**
Tsinghua University · Sep 2021 – Jun 2024
GPA 3.96/4.0 · Rank 1/24
Outstanding Thesis Award 2024
- Business Administration (Second BA)**
Tsinghua University · Sep 2017 – Jun 2021
- Art History & Theory (BA)**
Tsinghua University · Sep 2016 – Jun 2021
Outstanding Thesis Award 2021

Skills

- UX Research**
User interviews, surveys, usability testing, focus groups, competitive analysis, user flows & IA (Qualtrics, Google Analytics)
- UI/UX Design**
Wireframes & prototypes, visual & motion design, design systems (Figma, Sketch, Illustrator, InDesign, Framer, Webflow)
- AI Tools**
AI-assisted design, image generation & front-end coding (Claude Code, Codex, Cursor, Figma Make, Midjourney)
- Development**
Full-stack development, front-end focused (React, JavaScripts, Node.js, HTML/CSS)
- Product Management**
Product strategy, market research & project management (GitHub, Jira, Linear, Asana)
- Differentiators**
Curation, art criticism, academic research & writing, bilingual English & Mandarin (IELTS 8.5)

Work Experience

- Founding Designer | VioraOS Inc. | Feb 2026 – Present**
macOS AI voice assistant | Backed by ZhenFund & BlueRun | 100+ beta users
 - Led 0→1 design of a low-friction, context-aware desktop agent: hotkey launch, screenshot & selected-text queries, floating orb, card-based chat, personal memory & custom skills.
 - Shipped designs straight to code with AI-assisted front-end builds, cutting each design–build–validate cycle to 1–2 days for rapid iteration.
 - Shaped the subscription model: defined premium use cases, value proposition, and go-to-market plan for the Aug 2026 launch.
- Lead Designer (Open-Source) | VideoLingo | Aug – Dec 2024**
AI video translation & localization | 17k+ GitHub Stars | \$2,800+ MRR
 - Designed the end-to-end product experience from 0→1: video import, subtitle translation, localization, preview & export flows, and the workflow dashboard.
 - Owned brand identity & marketing design — logo, landing page, product demo assets — boosting credibility, reach, and subscription conversion.
 - Validated the business model through organic GitHub traction alone (#1 on GitHub Trending): 8,000+ active users, \$2,800+ MRR, ~80% gross margin.
- Market Research Assistant | Sheridan Centre for Elder Research | 2025**
AIM Fitness platform refresh | Feb–Oct 2025 | 50+ participants | 20+ competitors
 - Audited 20+ North American competitors and ran surveys, interviews & focus groups with 50+ participants to uncover older adults’ usage barriers, willingness to pay, and feature needs.
 - Delivered a high-fidelity redesign prototype, 90+ page report, and campaign materials; ~60% of participants expressed intent to renew; grew the ambassador program from 1 to 5.
- Design Team Lead | Google Developer Group on Campus | Nov 2024–Oct 2025**
Google campus developer community | 8-person design team | Brand & growth
 - Established the chapter’s visual identity: newsletters, posters, banners, logos, slides & landing pages aligned with Google’s brand guidelines; LinkedIn & Instagram engagement doubled.
 - Secured event funding, product credits & hackathon sponsorships; connected Googlers with students for talks, career sessions & interview prep.
 - Hosted 3 design workshops with 200+ attendees, connecting design, dev & product students at Sheridan College.
- Product Designer & UXR | Slow is Fast | Changemaker | 2025–2026**
Led a 4-person team designing an AI driving-coach app that reduces speeding through pre-drive goal-setting, low-distraction nudges, and post-trip AI reviews; invited to present at Changemaker HQ.
- PM & UI/UX Designer | Sprout | Hackville 2025 Hackathon | Jan 2025**
Led a 4-person team building a student skill-swap platform, winning “Best Use of Google Cloud”; owned core flows & UI, and built it with Next.js + Firebase.
- PM & UX Designer | QuickCatch | BearHacks 2025 Hackathon | Mar 2025**
Built an AI sports-highlights app in a team of 3, aggregating NHL content via Perplexity AI & yt-dlp; owned flows & UI on a React/Node.js/Python stack.
- UI/UX Designer | WOW DESIGN 6th Competition | ByteDance | Sep – Oct 2023**
Designed an interactive plugin for TikTok sports livestreams; ran user interviews, wireframing, and usability testing to improve streamer–viewer interaction.