

# Yvon Huang

UX Leader with 8 years experience

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## EXPERIENCE

### UX Consultant, Toptal

Nov 2021 - Present

Ran UX audit, research sprint, listening tour, journey mapping workshop to help early-stage startups worldwide achieve better product-market fit with new concepts, and to help grow and scale existing products.

### Founder & Instructor, UXY

Sept 2021 - Present

Founded UXY, a 12-week project-based online UX design bootcamp for Mandarin speakers worldwide. Manage course operations with a team of 5 teaching assistants. Received 300+ applications since launching in 2021 with \$0 spent on marketing. Accepted 85 students in 4 cohorts with 94% positive feedback. Organized design project partnerships with local startup founders, and invited experienced UX designers from Gogolook, Agoda, Alibaba, Accenture, and KKBOX to serve as project mentors.

### UX Designer, Sketch

July 2019 - Aug 2021 (2 years, 1 month)

Worked closely with founders and the full distributed team on various cross-platform UX projects as the first Asia-hired designer. Designed features such as Design Assistant, Workspace Permission, and Annotation experience in App & Cloud. Strategized milestone project "Collaborative Editing" by conducting research, creating user flows, and mocks.

### Product Designer, Codementor

June 2017 - Dec 2018 (1 year, 7 months)

Led user experience design for the core marketplace platform. Improved conversion rates by 20% by optimizing matching workflows, and increased new user NPS by 20% by refining the onboarding experience. Worked closely with engineering, marketing, and product teams to strategize future user experiences. Initiated the "Codementor sharable UI system" project to align brand consistency across products.

### Lead UX/UI Designer, KKBOX

June 2015 - June 2017 (2 years, 1 month)

Led product strategy and UX/UI design for Japan product. Shipped new iOS & Android versions in 3 months. Built the first Apple Watch & feature phone version from scratch in a month. Designed KDDI's (one of Japan's largest wireless carriers) mobile radio service, Uta Pass, through market research, concept design, and user testing. The service has been downloaded by 45 million mobile subscribers.

## Specialties

UX Strategy  
Qua/Quan User Research  
Business Acumen  
SaaS/Marketplace Product

## Tech Stacks

Figma, Sketch, Zeplin, Maze,  
Dovetail, Miro, Loom, Notion,  
Google Analytics, Github,  
Webflow, HTML, CSS

## Languages

Mandarin (native)  
English (professional)

## Education

BFA - Industrial Design  
Shih Chien University (SCU)  
2011-2015

## Public Features & Honors

Impact Hub User Interview  
Workshop Instructor 2022  
Sofasoda Mentor & Persona  
Course Instructor 2022  
IxDATW Conf Speaker 2021  
Left-Side-Escalator Podcast  
Speaker 2021  
Girls in Tech Taiwan 40 under  
40 Honoree in Design 2018  
Designlab Mentor 2018  
MIT Global Entrepreneurship  
Bootcamp Pitch Winner 2017

## Side Project

Restaurant Co-founder, OLLA  
Dec 2019 - Mar 2023