



# SIDNEY YAN

## UX/UI Designer

A personable UX/UI designer with 6 years of experience in healthcare/medicine who blends clinical insights with design thinking to help organizations achieve their missions. Skilled in creating AI-powered B2B and B2C solutions through human-centered design and cross-functional collaboration with product, technical, and UX teams for startups and non-profit organizations.

## Experience

### UX Designer | Tech Fleet (Science To People & Public Health Communications Collaborative)

May 2025 — Sep 2025

- Collaborated with cross-functional Agile teams of 20+ members to design a white-label AI product for public health organizations and communicators.
- Acquired a SUS score of 75.7 through concept testing with public health individuals using interactive prototypes and iterative design.
- Yielded a 95% client satisfaction rating by product scoping with features prioritization and reshaping early design strategies.
- Refined client vision with constructive insights, CX strategy, and clean design handoffs with annotations and reusable components, strengthening client market opportunity & positioning.

### UX Design Lead | Tech Fleet (Science To People)

Nov 2024 — Apr 2025

- Spearheaded UX design initiatives with agile methodologies to create an AI web platform application that provides simplified, expert-verified health research insights to science communicators.
- Achieved a 75% task-completion rate through user flow & site maps, wireframes, design component libraries, and mid-fidelity prototypes.
- Attained a 85% stakeholder satisfaction rate through cross-functional team collaboration of 22+ members to continuously prioritize and align user and business needs.
- Conducted extensive MVP audits and comparative analysis for various AI research and content creation platforms to deliver actionable insights to the client.

### UX/UI Designer, Team Lead | ReturnPal Courier Services

Nov 2023 — Jan 2024

- Effectively led a team of 3 UX designers for the inclusion of B2B integration and Corporate Social Responsibility (CSR) non-profit services on the company website.
- Accomplished a 14% increase in user retention and engagement rates by initiating dashboard portal feature designs for businesses to gain insight on data-driven metrics and analytics.
- Generated a 20% improvement in user satisfaction and usability by applying user design process (comprehensive secondary research, competitive analysis, user flow and site maps, wireframes, prototypes, usability testing) within a team environment.
- Managed regular weekly stakeholder meetings while applying feedback to design iterations for company vision and goal alignment.

### UX/UI Designer | Springboard Community Hackathon | Virtual

Sept 2023 — Nov 2023

"AI Enhanced Global Team Engagement in Remote Work"

- Developed an AI project to create innovative virtual solutions to address remote work challenges and boost high team engagement levels.
- Teamed with 2 other product designers, 2 software developers, and 1 data analyst to creatively deliver final product.
- Created website app prototype for companies to incentivize tasks and accomplishments for employees (i.e. PTO days, company merch, etc.) within 2 weeks.
- Conducted agile user experience methodologies including user research, low-fidelity wireframes, high-fidelity mockups, and prototyping.

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## Skills

### RESEARCH

- Affinity Mapping
- Competitive Analysis
- Empathy Maps
- Heuristic Evaluation
- Secondary Research
- Survey Design
- Usability Testing
- User Interviews
- User Personas

### UX DESIGN

- Agile Methodologies
- Design Sprint
- Design Thinking
- Information Architecture
- Site Maps
- Storyboarding
- User Flows

### UI DESIGN

- Accessibility
- Brand Design
- Interaction Design
- Iterative Design
- Prototyping
- Sketching
- Wireframing

## Tools

- Figma
- Figjam
- Sketch
- Miro
- Canva
- Keynote
- Notion
- HTML/CSS

## Languages

- English
- Cantonese Chinese
- Mandarin Chinese

## Education

### Cornell University | Ithaca, NY

Bachelor of Science in Biological Sciences | General Biology Concentration

### Springboard | UI/UX Design Certification

9-month intensive course in UI/UX methodologies and technologies

## Other Certifications

UX for AI: Design Practices for AI Developers, Using AI in the UX Design Process, Sketch Essential Training: The Basics (2018), Agile User Experience Design and Research, Systems Thinking for Product Designers, UX Foundations: Interaction Design