



SIDNEY YAN

Product Designer

NYC-based product designer with 6+ years of frontline healthcare experience who applies clinical insight to product thinking and design. Skilled in creating O→1, AI-powered B2B and B2C products by working across product, technical, and UX teams to create research-backed and usable products.

Experience

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

May 2025 — Sep 2025

- Designed a B2B2C white-label AI product for public health communicators and organizations by closely collaborating with cross-functional agile teams of 20+ members spanning product, technical, and UX.
- Reached a SUS score of 75.7 in early-stage concept testing with public health individuals by iterating rapidly on interactive prototypes to drive measurable usability improvements.
- Achieved a 95% client satisfaction rating by driving features prioritization with product scoping and restructuring early design strategy to better fulfill user needs and company goals.
- Strengthened client market positioning by delivering CX strategy, annotated design handoffs, and reusable design components to accelerate development processes.

UX Design Lead | Tech Fleet (Science To People)

Nov 2024 — Apr 2025

- Led UX initiatives from concept to prototype for an AI web platform delivering simplified, expert-verified health research to science communicators with agile methodologies.
- Established a 75% task-completion baseline rate in early usability testing to create foundational measurable performance through user flow & site maps, wireframes, design component libraries, and mid-fidelity prototypes.
- Attained an 85% stakeholder satisfaction rate through a 22+ member cross-functional team by running alignment sessions to keep user needs and business priorities aligned.
- Delivered actionable insights to the client by conducting extensive MVP audits and comparative analysis for various leading AI research and content creation platforms.

UX/UI Designer, Team Lead | ReturnPal Courier Services

Nov 2023 — Jan 2024

- Led a team of 3 UX designers to design and integrate B2B and Corporate Social Responsibility (CSR) non-profit services on the company website, expanding company product surface area and market reach.
- Accomplished a 14% increase in user retention and engagement by conceiving and designing a business dashboard portal, giving partnering business clients insight and visibility into data-driven metrics and analytics.
- Generated a 20% improvement in user satisfaction and usability by executing a full UX design process (secondary research, competitive analysis, user flows, site maps, wireframes, prototypes, usability testing) within a team environment.
- Managed weekly stakeholder syncs and translated feedback directly into design iterations for company vision and product alignment.

UX/UI Designer | Springboard Community Hackathon | Virtual

Sept 2023 — Nov 2023

“AI Enhanced Global Team Engagement in Remote Work”

- Designed an AI-powered web app that enables companies to gamify and incentivize employee tasks (PTO days, company merch, etc.) from concept to working prototype in 2 weeks.
- Partnered with 2 product designers, 2 software developers, and 1 data analyst to build and present the final product.
- Applied full agile UX process (user research, low-fidelity wireframes, high-fidelity mockups, and prototyping) within a compressed sprint timeline.

sidneyyan@gmail.com

sidneyyan.com

[linkedin.com/in/sidney-yan](https://www.linkedin.com/in/sidney-yan)

New York, NY, USA

347-591-8271

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
- Dovetail
- Maze
- AI/ Vibe Coding (Figma Make, Replit, Lovable, Google Gemini)

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, Agile User Experience Design and Research, Systems Thinking for Product Designers, UX Foundations: Interaction Design