



Hannah Yu

Designing systems, strategy, and experiences that scale

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Product design leader with 15+ years of experience across AI products, enterprise tools, and consumer software. Known for translating complexity into clarity, working directly in technical environments alongside engineering and research, and delivering work that changes how teams operate as much as what they ship. Experience spans 0 to 1, enterprise scale, and Fortune 100 consulting.

EXPERTISE

Product Design · Experience Design · Service Design · Visual and Brand Systems · Design Strategy · Interaction Design · Generative AI Tools · Cross-Functional Leadership · Team Mentorship · Workshop Facilitation · Systems Thinking · Scalable Tooling

EXPERIENCE

Staff Product Designer

🏢 ASAPP

📅 Nov 2022 – Present

AI-Powered Automation for Enterprise Contact Centers

- Embedded with ML research to design and ship a step-based workflow builder for enterprise AI agents. Worked directly in the codebase, contributed UI changes through engineering's review process, and helped define a new collaboration model for design and engineering that the org adopted
- Led 0 to 1 design of AutoAssist, a real-time generative AI coaching tool that helped thousands of contact center agents improve accuracy and reduce time to proficiency
- Developed modular UX patterns for non-technical user workflows and contributed to the internal design system for generative UI, improving consistency and delivery speed across teams
- Mentored junior designers on craft, cross-functional collaboration, and navigating siloed environments where design is not yet embedded in the PM and engineering process
- Drove priority discussions with leadership and filled PM gaps by defining focused sprint goals, backlog sequencing, and team-wide alignment on what mattered most

Product Design Lead

🏢 Compass

📅 Aug 2020 – Nov 2022

Real Estate Technology Platform

- Led UX strategy and delivery for Business Tracker, a centralized tool that unified lead, listing, and transaction workflows. 32% of agents adopted in week one, with 37% weekly growth post-launch
- Spearheaded vision and launch of Checklists, a modular productivity system. Within the first month, 1,577 agents engaged and 452 created new workflows
- Led design across two squads with two direct reports. Contributed to hiring, onboarding, and design rituals as the team grew 5x. Facilitated cross-functional reviews with leadership and kept teams aligned on roadmap priorities and release strategy

Associate Design Director

🏢 McKinsey & Company

📅 May 2017 – Mar 2020

Consulting & Innovation Design

- Directed product and service design for global clients across banking, telecom, insurance, healthcare, and retail
- Led research-driven strategy and delivery for high-stakes initiatives, aligning business goals with customer needs
- Built cross-functional teams of designers, analysts, and engineers; mentored junior designers across engagements
- Facilitated workshops and design sprints with senior executives to co-create vision, identify opportunities, and accelerate transformation
- Coached internal client teams on design maturity, agile best practices, and team structure to scale design capabilities

EXPERIENCE (CONTINUED)

Senior Designer

 Savant

 Apr 2016 – Nov 2016

Luxury Home Automation

- Led creative strategy and design execution across marketing, trade show, and digital initiatives
- Delivered print, digital, and interactive experiences aligned with product positioning and partner expectations

Design Lead

 Freshly

 Aug 2015 – Mar 2016

Meal Subscription Startup

- Developed the company's first brand guidelines covering voice, tone, and visual identity
- Directed creative production across digital campaigns, video, and internal marketing assets
- Oversaw internal designers, freelancers, and interns while establishing scalable design processes

Designer

 Razorfish

 Jun 2010 – Aug 2015

Digital Agency: Mercedes-Benz, smart USA, Ford, Amnesty International, AXE

- Concepted and executed responsive websites, social campaigns, and mobile-first creative for global brands
- Led art direction and production of branded content across social, experiential, and mobile formats
- Delivered award-recognized creative including Webby Honoree (smart USA redesign), Cannes Lions Shortlist, Clio Awards Shortlist

EDUCATION

Pratt Institute

 2010

BFA in Communications Design, Advertising / Art Direction