

Cici Yang

Staff Product Designer

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Brooklyn, New York

- 8+ years in product design for startups and enterprises
- Deliver human centered end-to-end solutions in complex domains
- Collaborative, adaptable & result driven across multi-function teams

PORTFOLIO

www.cicisyang.com
(PW: Growandgrow)

TOOLS & SKILLS

- Figma
- User Research & Interviews
- Prototyping & Interaction Design
- Design Systems & Component Libraries
- Claude Code and other AI tools

EDUCATION

- UX Certified Program
CareerFoundry
2018-2019
- Master's degree (MA): New Media
Universiteit van Amsterdam
2009 - 2011

EXPERIENCE

Transcarent – Staff Product Designer
Nov 2021 – April 2026

- Led 0-to-1 design for the native web and mobile product as an early hire, scaling the platform from initial concepts to a comprehensive healthcare ecosystem.
- Architected configurable B2B2C solutions for multiple pods (Cancer, Pharmacy, Search, Growth), meeting strict legal, clinical, and data requirements.
- Translated complicated clinical workflows into intuitive, human-centric experiences, validated solutions through user research and testing.
- Partnered with Product, Engineering to scope & ship features while maintaining a long-term product vision.
- Owned the design system to ensure brand consistency and streamline cross-functional handoffs.

A Place for Mom – Product Designer
Jul 2020-Jul 2022

- Optimized core flows (Search, Home, Landing Pages) to drive user activation and retention across responsive platforms.
- Designed onboarding and personalization surveys to improve lead qualification and user engagement.
- Iterated designs via A/B testing and research to maximize conversion rates and scale product impact.
- Partnered cross-functionally to align design execution with business growth goals and KPIs.
- Built, managed and maintained the design system.

EXPERIENCE

Wheels Up – Product Designer

Jul 2021 – Nov 2021

- Architected and shipped scalable components for the enterprise design system.
- Iterated high-fidelity designs with Product and Engineering to balance business needs and UX.
- Led design QA and audits to ensure pixel-perfect implementation and reduce post-release UI bugs.

Swyfft – UX/UI Designer

Jan 2020 – Jun 2020

- Led the design of the Swyfft mobile app, translating complex web-based workflows into a native mobile experience.
- Architected user journeys and IA from scratch to streamline the end-to-end mobile experience.

Prudential Financial – UX/UI Designer

Jun 2019–Dec 2019

- Supported the full design lifecycle for the retirement app.
- Maintained design specifications and style guides to ensure cross-platform consistency and support developer handoffs.
- Assisted in user research and design QA to identify UX friction and ensure the product met design standards.
- Led end to end design for local non-profit projects.

Hotjot – Founding UX/UI Designer

Apr 2019 – Jun 2020

- Design the entire product from from initial sketches and user flows to pixel-perfect, production-ready visuals.
- Leveraged user research and usability testing to iterate on features and validate product solutions.
- Partnered directly with the founder to drive high-level strategic decisions and define the product roadmap.

Freelance – UX/UI designer

2018–2025

- Serve as Founding Designer for small startups, building 0-to-1 product architectures and brand identities from the ground up.
- Deliver end-to-end UX/UI solutions across diverse industries, scaling design systems to meet evolving business needs.
- Translate complex founder visions into high-fidelity, market-ready prototypes.