Andrew Yuen

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EXPERIENCE

EquipmentShare
Sr. Product Designer | **Mar 2024 - Present**

- Led UX initiatives for Maintenance Services, enhancing user experience and streamlining workflows for both EquipmentShare Service Support Team and T3 Platform customers.

- Collaborated closely with product and engineering teams to define product roadmaps and deliver user-centered design solutions aligned with business goals.

- Engaged with executive stakeholders to drive design direction and ensure alignment with strategic objectives, supporting impactful feature development.

Rocket Central
Lead Experience Designer (Capabilities) | **Jul 2022 - Aug 2023**

- Led UX and strategic direction of Rocket virtual assistant and live chat experience, boosting user engagement and lead conversion rates for the mortgage application journey.

- Designed and strategized the payment system components and interaction flows for Rocket Companies. Aligned with the organization's goals and streamlined the payment processes.

Sr. Experience Designer (Enterprise) | **Sep 2021 - Jul 2022**

- Led UX strategy and user experience for homeowner insurance feature for Rocket Mortgage enterprise experience. Fostered design thinking and empathy in cross-functional teams.

- Designed an enterprise solution to optimize the mortgage origination pipeline with discovery research and defined product goals in partnership with product and business operation teams.

Ticketmaster
Sr. Product Designer - Enterprise | **Aug 2016 - Sep 2021**

- Led UX efforts for Enterprise Marketing desktop app and Reports mobile app. Improved user adoption with intuitive design and workflows for live entertainment clients.

- Partnered with product and engineering teams to define product roadmaps and execute design directions seamlessly.

The Home Depot
Product Designer (Contract) | **Oct 2020 - Jul 2021**

- Contributed to establishing a scalable design system and documentation for design components at The Home Depot.

SUMMARY

I'm a versatile designer passionate about research-based design, impactful experiences, and system thinking. I've led projects from ideation to launch, streamlining design processes and improving design strategies that drive product improvements.

PROJECT SKILLS

UX & UI Design
Wireframing & Prototyping
User Research & Usability Testing
Journey Mapping
Experience Strategy
Information Architecture

Tools

Figma	Miro & Lucid
Principle	MS Office / G-Suite
Zeplin	Illustrator
After Effects	

Education

General Assembly
12 Weeks User Experience Design Course

Cal State Fullerton
Bachelor of Fine Arts, Graphic Design