

Chen-Yu Kao

Growth-focused designer

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cykdesignworks.com

EXPERIENCE

Ladder / Senior Product Designer, Growth

April 2022 - Present, Remote

Led the design of the 0-to-1 experience for the agent channel, resulting in consistent month-over-month growth in policy count and revenue. Spearheaded the company's first-ever API integration with a strategic partner, expanding product offerings and increasing customer choice.

Cloudflare / Senior UX Designer

June 2021 - April 2022, Remote

I redesigned the recommendation engine tool that help users identify products they need. This effort resulted in more than 23% increased conversion and improved the product qualified lead by 19%.

Equinix / UX & UI Designer

July 2019 - Jun 2021, Redwood City, CA

I worked with management team to established and implemented the UX strategy, workflow and design system for Equinix's digital experience team. I designed, collaborated and launched high level web pages, which boosted the total conversion rate by 30%. I prototyped design interactions using animation and provided detail spec of the transitions and effects that enhanced the overall user engagement by 26%

Internet Brands / Product & UX Designer

July 2017 - Jun 2019, El Segundo, CA

I established Internet Brand's design objectives and created deliverable guidelines with the development team. I designed responsive web templates that serves more than 10,000 primary users (Health Professionals) and viewed by more than 100,000 secondary users (Patients) daily.

SKILLS

Product Design
User Experience Design and Interface Design (UX/UI)
Interaction Design
User Research
Competitive Analysis
Usability Test
Storyboarding
Sketching
Wireframing
Prototyping

TOOLKIT

Figma
Sketch
Lyssna
UserTesting
Adobe Creative Suite
Solidworks
Keyshot
HTML/CSS
Javascript
Miro
Cursor
Notion

EDUCATION

CSULB / B.S., Industrial Design

Aug 2013 - May 2017

Mt. SAC / A.A., Social & Behavioral Sciences

Aug 2011 - Jun 2013