

# Evanna Yang

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Product Designer & UX Researcher with a B.S. in Statistics (CMU) and M.S. in HCDE (UW). Specialist in evidence-based design, bridging complex data with human-centered interfaces. Proven track record of shipping high-fidelity O-1 products by standardizing scalable design systems, conducting rigorous usability validation, and driving cross-functional alignment.

## EDUCATION

M.S. Human Centered Design & Engineering University of Washington 2025.9 - 2027.6  
B.S. Statistics; HCI & Business Minors Carnegie Mellon University 2021.8 - 2025.5  
CMU Dietrich College Dean's List – High Honors

## EXPERIENCE

UX Researcher & Designer | EquiPad 2026.1 – 2026.3

- Designed and moderated **mixed-methods usability testing** with 8 target users to **evaluate 2 product prototypes**.
- **Synthesized findings** into actionable design recommendations, successfully **promoting the internal testing** forward to an upgraded prototype for the clients.
- Delivered usability report **presentations to B2B clients**, building strong stakeholder consensus by clearly advocating for user needs and mapping **critical friction points to actionable upgrades**.

Product Designer Intern | VaporAviator Design Studio 2025.6 – 2025.12

- **Led early-stage market testing** to identify B2B onboarding friction, successfully pitching a strategic pivot to a B2C "Tweet-to-Earn" model that drove a **30% increase** in post-launch user activity.
- **Accelerated product delivery by 20%** by integrating an AI-augmented workflow, acting as the strategic human-in-the-loop to translate raw "vibe coding" layouts into technically sound interfaces.
- Spearheaded the creation of a modular UI Kit and tokenized design system, standardizing engineering hand-offs and **reducing development friction by 40%**.

UX/UI Developer Intern | Gabriel AI 2025.5 – 2025.8

- **Directed the O-1 redesign** of the core web application and landing pages within a high-velocity **12-week sprint**, advancing high-fidelity prototypes to rigorous usability testing.
- Acted as a **Design bridge** for a resource-constrained engineering team, collaborating closely with the SWE Lead to ensure technical feasibility and **100% on-time delivery**.
- Implemented a "validated delivery" model by synthesizing **quantitative survey** data and **heuristic evaluations** to prioritize features, successfully resolving major navigation bottlenecks before development began.

## SKILLS

### Design & Strategy

End-to-End Product Design  
Rapid Prototyping User Journey Mapping  
Information Architecture  
Cross-Functional Alignment

### UX Research

Mixed-Methods Research A/B Testing  
Competitive Analysis Usability Testing  
Semi-Structured Interviews  
Heuristic Evaluation

### Technical & Data

Figma Python SQL R  
Data Visualization  
Adobe Creative Suite Blender