



Irving Yip

Product designer

yipirvingwork@gmail.com

541-602-9530

www.irvingyip.com

Portfolio PW: 2024

Education

Master of Arts

Web Design and New Media

2020

Academy of Art University

Bachelor of Science

Interior Design

2017

Oregon State University

Competencies

User Research

Visual Design

UI Design

Storyboarding

User Flow

Wireframing

Usability Testing

Prototyping

Creative Thinking

Competencies

Figma

HTML

CSS

JavaScript

UserTesting.com

Optimal Workshop

Experience

Senior Product Designer

Turo

2022-present

San Francisco, CA

- ◆ Revamped pre and post cancellation touch points to minimize guest confusion, increase rebooking engagement and achieved an **~20%** reduction in cancellation-related contacts, resulting in annual savings of approximately **\$800k** in handle time.
- ◆ Developed automated workflows to optimize agent efficiency and enhance customer experience. Proficient in reducing average handle time and human resources costs through efficient vehicle swapping processes. Avg. handle time reduce **16%** during the test period.
- ◆ Independently spearheaded the internal tool design contribution model, providing guidance to designers from diverse domains to ensure successful development. Conducted workshops and facilitated cross-functional discussions in forums such as PM all-hands and Engineering guild, fostering collaboration and knowledge sharing. Advocated for the adoption of Guest Success Key Result (Handle time/Contacts) across various domains, contributing to the expansion of the internal tool ecosystem.
- ◆ Revamped and enhanced the next generation of internal tools to ensure seamless accessibility for agents in their daily tasks. Utilized various research methodologies, including card sorting, moderating interviews, and workshops, to gain in-depth insights into agents' needs and explore technical possibilities.
- ◆ Collaborated closely with Product Management to manage diverse operational stakeholder groups. Demonstrated proficiency in issue intake management, prioritizing feature enhancements, and skillfully socializing processes. Established a track record of successful stakeholder engagement, resulting in streamlined operations and enhanced project outcomes.

UX Designer

Microsoft

2021-2022

Sunnyvale, CA

- ◆ Developed the next version of the Concierge App with Vertical Teams to improve the store workflow and consultation experience for 116 stores, over 40k employees, and millions of store customers in the North American region.
- ◆ Conducted user interview/testing to understand users' needs, initiate engineering kickoff, design review, and stakeholder presentation sessions to scope the goal of the products; Anticipated results include strengthening customer relationship and better in-store performances.

Product Designer

Aionic Labs Inc.

2020-2021

Livermore, CA

- ◆ Collaborated with CPO and engineering teams to deliver a presentation for 10+ individual investors, and successfully secured funding totaling \$1.2M seed round.
- ◆ Designed end-to-end event and news feature to enhance user engagement across all channels, including live streaming, voice call, and text-based communication.