

Tzu Hsien (Adam) Yu

Senior Product Designer | Senior UX Designer | AI SaaS
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Professional Profile

Senior Product Designer with 5+ years of experience in designing AI-enabled SaaS products, product-led growth journeys, and enterprise collaboration features. Delivered measurable impact across monetisation, onboarding, and trial conversion, including \$50K+ in MRR growth, 3x faster activation, and a 15–20% uplift in subscriber acquisition. Currently completing MSc research into interface design for LLM-based tools, combining commercial product experience with emerging AI-interaction research. Possess the right to work in the UK.

Experience

Vyond | Taipei, Taiwan (Hybrid) | AI-powered video creation platform
Senior UX Designer | Mar 2023 – Jul 2025

- Designed a unified AI credit system across multiple AI features, helping generate **\$50K+** in MRR growth and a **\$1M+** qualified sales pipeline.
- Led UX design for trial plan launches across 100+ countries, increasing subscriber acquisition by **15–20%**.
- Used product analytics and usability insights to simplify onboarding, reducing cognitive load and improving learnability and first-video completion by **20%**.
- Redesigned the sign-up funnel, making activation **3x** faster and increasing conversion by **15%**.
- Facilitated **40+** design critiques with product, engineering and stakeholder teams across Taiwan, Hong Kong and Thailand to improve alignment and design quality.

UX Designer | Nov 2021 – Feb 2023

- Designed an AI video translation feature that reduced user production time by **10x** and improved localisation workflow efficiency.
- Designed an enterprise folder-sharing and access-control experience with four permission levels, supporting collaboration for advanced client accounts.
- Designed a media library feature within the video editor, reducing asset-search friction and supporting faster repeat video production.
- Conducted **20+** moderated usability tests to validate concepts, identify usability risks and reduce avoidable development iterations.

beBit | Taipei, Taiwan (On-site) | UX consultancy
UX Consultant | Aug 2020 – Nov 2021

- Delivered UX optimisation work for 7-Eleven's super app, contributing to a **2.5x** increase in monthly active users over two years.
- Generated **NT\$1M** in consulting revenue within six months through client-facing research, analysis and design recommendations.
- Delivered **20+** client presentations explaining design solutions to PMs, engineers, and analysts.
- Conducted **30+** user interviews and analysed **2,000+** survey responses to inform strategic product and service design decisions.

Public Digital Innovation Space | Taipei, Taiwan (Remote) | Government digital services
UX Designer (Intern) | Jul 2019 – Oct 2019

- Redesigned two Taiwanese government websites, focusing on clearer information architecture, public-service usability and responsive page layouts.

AlfredCamera | Taipei, Taiwan (On-site) | *Home security camera app*

UX Designer (Intern) | Sep 2017 – Aug 2018

- Redesigned the responsive landing page for a home security camera app, translating product messaging into mobile-first web layouts.

Education

MSc User Experience Engineering | City St George's, University of London | Sep 2025 – Oct 2026 (Expected)

CIEHF-accredited technical MSc. Dissertation: Designing faceted interfaces for generative AI tools. Relevant modules: AI for UX Professionals, Human Factors, Inclusive Design, Computing the User Experience and Low Code for UX.

MBA Service Science | National Tsing Hua University | Sep 2018 – Jul 2020

GPA: 4.24/4.30 | Service Innovation & Business Analytics Track.

BA Library & Information Science | National Taiwan University | Sep 2013 – Jan 2018

GPA: 4.02/4.30 (UK First Class Honours equivalent).

Core Skills

Product & UX Design: Product design, UX design, interaction design, information architecture, user flows, wireframing, prototyping, design systems, accessibility, WCAG 2.2, product-led growth and human-centred AI.

Research & Experimentation: Moderated usability testing, user interviews, surveys, heuristic evaluation, A/B testing, competitor analysis, journey mapping, storyboarding, and design workshops.

Technical & Tools: Figma, Framer, Sketch, Axure RP, Amplitude, Hotjar, Google Analytics, Jira, HTML, CSS, JavaScript, FlutterFlow and AI-assisted prototyping tools including Claude Code, Codex, Antigravity, v0 and Lovable.

Languages

English (**IELTS Band 8**), Mandarin (Native).