Tsai Yu (Jessie) Han

UX and Product Designer with 8 years of experience, specializing in user research, UX/UI design, and usability evaluations. Proficient in the Product Discovery framework and Agile methodology, with a solid understanding of design systems and AI-powered tools for enhanced user experience optimization.

EXPERIENCE

Senior UX Designer — *DaySmart Software, MI*

AUGUST 2018 - FEBRUARY 2025

- Led medium-scale projects independently by conducting user interviews, surveys, behavioral data analysis, and usability testing, ensuring that design decisions were strongly rooted in user feedback.
- Developed user flows, wireframes, high-fidelity mockups, responsive designs, and interactive prototypes for both web and mobile platforms using Figma, ensuring seamless communication of detailed user experiences and establishing a comprehensive design system.
- Advocated for customer-centric development by creating a research funnel that recruited 20+ users for interviews within the first 2 weeks and leveraging AI-powered tools to analyze NPS scores, ensuring continuous integration of feedback into product enhancements.
- Utilized product engagement tools (Pendo.io) to analyze usage data, gather user feedback, and promote new feature launches, significantly boosting product discoverability and fueling product-led growth.
- Collaborated iteratively with cross-functional teams (product managers and engineers) using Agile methodologies to ideate, test, and implement user-centered designs.

UX/UI Designer — *Comerica Bank, MI*

JUNE 2016 - JUNE 2018

- Conducted user interviews and contextual inquiries with stakeholders, creating personas and journey maps to identify key user needs and uncover pain points within banking processes.
- Designed user-centric features optimized for banking business processes using Sketch and Adobe Illustrator, aligning with industry-specific requirements.
- Evaluated design effectiveness through usability testing, data analysis, and stakeholder interviews, driving continuous improvements based on user feedback.
- Employed Agile methodology to facilitate iterative, user-focused design and development, ensuring responsiveness to evolving project goals.

MOBILE
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PORTFOLIO
tyhanportfolio.com

SKILLS

User Interviews

Behavioral Analytics

Comparative Analysis

Journey Mapping

Web/Mobile Design

Responsive Design

Prototyping

Usability Testing

EDUCATION

Master of Science in Information (HCI)

University of Michigan

2014 - 2016

Bachelor of Arts (Library and Information Science)

National Taiwan University

2010 - 2014

CERTIFICATIONS

Product Discovery Certification (Pendo)

Product-led Certification (Pendo)

AI for Product Mgmt Certification (Pendo)