Lele Yang

Product Designer | UX/UI · Interaction Design · Design Systems · AI Product Design

lelework1211@gmail.com | (917) 767-2493 | New York, NY

leleyang.com/product | linkedin.com/in/leleyang1211

Education

Parsons School of Design, The New School — New York, NY

Master of Fine Arts in Design and Technology | GPA: 3.98/4.00 — **Sep. 2024 – Jun. 2026**

Beijing Film Academy — Beijing, China

Bachelor of Fine Arts in Digital Media Art — **Aug. 2019 – Jul. 2023**

Work Experience

GENPULSE — Product Designer (Intern), Lushair — Oct. 2026 – Present

- Design mobile web page layouts, information architecture and product visuals for Lushair, an AI hair-analysis product.
- Use content hierarchy and UI design to explain AI features and guide users to the hair-analysis entry point.

VortexNet — UI/UX Design Intern | Covina, CA — Jun. 2025 – Oct. 2025

- Shipped a B2B finance dashboard redesign spanning interaction design and information architecture. Usability testing with 10 colleagues cut daily-task lookup from 20–30 seconds to ~8 and record lookup from >10 seconds to ~5.
- Reorganized 14 menu items into 9 entries across 3 task groups, prioritizing dashboard content with product and data leads.
- Built a Figma design system and component library with reusable UI patterns for financial data visualization.

Mango TV — UX / Narrative Design Intern | Changsha, China — Feb. 2022 – Apr. 2022

- Designed web campaign pages, comparing readability and refining typography, spacing and content order.

Movie Cheese Pie — Visual Design Intern | Beijing, China — Oct. 2020 – Dec. 2020

- Turned editorial material into timelines and infographics for web, social media and promotional content.

Selected Projects

BUBU — iOS Meal Tracking & Buddy Challenges | leleyang.com/project/bubu

Tools: Figma, Claude Code, OpenAI Codex

- Owned end-to-end UX, product design and development for an iOS meal-tracking and buddy-challenge app: user flows, high-fidelity prototyping, UI and a working build. Created a consistent icon set and five animated characters.
- Iterated after two interviews: added solo mode to reduce onboarding friction and changed mutual matching to one-way matching to address cold-start wait times. Built; preparing testing and App Store submission.

Last Message — Live AI Detective Game | lastmessage.online

Tools: Figma, Claude Code, OpenAI Codex, ChatGPT API

- Designed, developed and launched an interactive web application using AI-assisted development and ChatGPT API integration. Players investigate freely through character conversations, reaching 7 endings and 1 hidden route.
- Designed bilingual conversational UX and response boundaries; 2/8 testers found the hidden route and 7/8 replayed.

Bank of America — Budgeting Redesign | leleyang.com/project/boa-budgeting

Tools: Figma, Claude Code

- Used user research (32 surveys, 2 interviews) to redesign budgeting and add budget reallocation. Two rounds of usability testing raised unassisted completion from 2/6 to 5/6 and cut median overspending lookup from 41 to 24 seconds.
- Explored AI product design with an assistant that cites source transactions and dates and lets users return to manual controls.

Cleared — AI Email & Calendar Planning | leleyang.com/project/cleared

Tools: Figma, Claude Code

- Built an interactive web prototype for AI-assisted email and calendar planning, covering suggestion review, scheduling and Undo while keeping users in control of calendar changes.

Tools & Technical Skills

Figma (components, variables, prototypes), Framer, Adobe Creative Suite, Procreate | HTML, CSS, JavaScript | Claude Code, OpenAI Codex | Mandarin (native), English