Tianyu Qiu

(312) 752 8866 | Email: tianyuqiu88@gmail.com
Portfolio: www.yolkcreativestudio.com/ux

Senior UX Design Leader | 10+ Years Driving Human-Centered Innovation Across Industries
Multi-disciplinary designer with over a decade of experience delivering impactful UX, service, and product design strategies across technology, telecom, finance, healthcare, and media sectors. Adept at leading cross-functional teams, integrating generative AI into design workflows, and aligning user needs with business goals. Known for building scalable design systems, spearheading design operations, and elevating digital experiences that drive measurable business outcomes. Proven record in consulting and delivering enterprise-grade B2C/ B2B platforms and products with new GenAI capabilities.

EXPERIENCES

Deloitte
UX Design Lead | 2023 – Present
Client: Bank of New York Mellon

- **Design Operation:** Managed & created the end-to-end design processes for the design team.
- **UX Design & AI:** Led discovery and design of cash break resolution feature with AI enhancement in BNY's loan enablement product, streamlining admin workflows and improving issue resolution efficiency.
- **Design System:** Restructured the design system using BNY's legacy and LEX frameworks to standardize team practices.

Client: UScellular

- **UX Research/Design & Leadership:** Led client engagement for UScellular's Home Internet shopping experience, leading a four-member team to conduct customer research, create content strategy, and redesign the entire shopping experience across web and app platforms, leading to a 129% increase in digital transactions. Key design tactics resulted in a 7.32% CTR and a 0.97 transaction-per-click rate.
- **Design Operation/Process:** Established a scalable workflow integrating UX research into early product scoping, improving estimation accuracy by 25%. Adopted as Deloitte's standard process, generating additional client engagements.
- **Competitive Analysis & UX Design:** Conducted competitive analysis in telecommunication services within the small business landscape and delivered the digital experience solutions for SMB customers, resulting in a **12% increase** in sales conversion and secured three additional project sales for Deloitte.
- **Service Design & UX Design:** Translate research using service blueprint into actional UX strategies boosting Prepaid funnel conversion by 20% and online engagement by 50%.
- **Product Design:** Developed end-to-end design for the "Try US" app, which became UScellular's most downloaded app post-launch, which also achieved a 20% conversion rate.

Client: Kaiser Permanente

- **Information Architecture & UX Design:** Conducted UX audits and card sorting research for HR site migration, enhancing navigation and architecture for internal tools.

Client: FedEx

- **Dashboard Design & AI:** Designed executive financial dashboards integrating AI-enhanced visualizations, enabling quicker business insights and cross-functional visibility for FedEx's C-suite.

Deloitte
Senior UX/UI Designer |2022-2023
Client: Amazon

- **UX Design:** Led end-to-end design processes, ensuring the seamless delivery of innovative, high-quality solutions for Amazon Buy with Prime Merchant Console Web app, including promotion, advertising, and multi-account management. Directly drove an 86% increase in merchants joining the program in the first week of product launch.
- **UX Design:** Collaborated with cross-functional teams across multiple Amazon products to design a user-centric solution, enabling merchants to efficiently manage and link multiple Amazon accounts and stores.

Freeman
UX/UI Designer | 2019 – 2022
Clients: Adobe, VMware, SAP, Intel, AMD
- **UX/UI Design:** Created dynamic UX designs for online conferences, interactive web experiences, and meeting applications that host 100,000+ visitors a day, created significant bonding opportunities during pandemic.
- **UX Design:** Designed innovative communication apps and features that integrated with online conferences, including Live Chat, Chatbot, multimedia players, meeting apps, scheduling, and registration tools.
- **UI Design:** Leveraged current legacy design systems and brand guidelines to expand UI components to deliver visually stunning and intuitively functional designs.

Yolk Studio LLC
Founder & Creative Director | 2018 – 2019
- **Experience/Service Design:** Pioneered creative strategies and concepts, presenting visionary ideas to client stakeholders, and bringing them to life through exceptional design execution for in-person experience projects.

Freelance
Production & Experience Designer | 2013 – 2016
- **Experience Design:** Collaborated closely with clients and entertainment companies to conceptualize and execute captivating designs for trade show booths, stages, and film sets.

EDUCATION
Deloitte University | *Certificate, Loyalty Training Bootcamp & Product Management*
New York, NY 2025

General Assembly | *Certificate, UX/UI Design*
New York, NY 2020

Parsons the New School of Design | *Master of Fine Arts, Fine Arts*
New York, NY 2016-2018

University of Illinoi at Urbana Champaign | *Bachelor of Fine Arts, Design*
Urbana, IL 2009-2013

SKILLS
- Competitive Analysis, User Research, Survey Design, User Interview, Focus Group, Usability Testing, Service Blueprint, User Flow, Information Architecture, Wireframing, Prototyping, Design System, Visual Design, GenAI enhanced UX/UI, Agile
- Design Leadership & Operation, Project Management, Presentation
- Figma, Adobe Creative Suite, Sketch, Trymata, Usertesting, QuestionPro, Tableau, Power BI, Qualtrics, Maze, Jira, Asana, Trello board

AWARDS
President Scholarship | *Parsons the New School of Design* 2016-2018
Research Travel Grant | *Parsons the New School of Design* 2017