

Sabrina Yeung

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Sr. Product Designer with 9+ years experience at ServiceTitan, Cisco & Wells Fargo. Leading design for B2B enterprise and finance products. Led design for B2B feature, opening new market which brought in customers worth \$15+M.

WORK EXPERIENCE

ServiceTitan (End to end software powering the trades) Remote
Sr. Product Designer Aug 2021 – Current

- Led and crafted prototype that enabled sales team to land Construction customer contract worth \$10M
- Decreased time to value for customers from 45 days to 7 days by leading end to end self service onboarding tutorial to create a pricebook that covers 90% of real-world service jobs
- Redesigned core customer & location pages with decreased bounce rate 76% to 45%
- Vibe coded north star prototype for new vertical Fire Life Safety to showcase potential customers value prop of FLS inspection forms and compliance

Cisco Systems (hi-tech services and products focused on networking, cyber security and AI) Milpitas, CA
Interaction Designer Sep 2018 – Aug 2021

- Redesign seamless IOT products by defining user flows, features and functionality
- Create high resolution wireframes and assets as well as interactive prototypes
- Conduct 15 user interviews and usability testing to gather insights, synthesis and feedback
- Work collaboratively with other designers for design consistency across the platform as well as PM's and engineering teams

Opetima Global Solutions (Digital Agency) Pleasanton, CA
UX Designer Jun 2017 – Sep 2018

- **Wells Fargo**- Design a seamless mobile banking app incorporating biometric authentication technologies. Collaborate with product and engineering teams to produce wireframes, user flows, interactive prototypes and concept designs.
- **Authentic ID**: Iterate based on client feedback for the enterprise dashboard to monitor identity transactions. Improve usability on native mobile app for on-capture document process.
- **Caruso**: Created a web admin portal to manage and maintain appointments/schedule

Ehang (Recreational Drone company) Redwood City, CA
Product Support Dec 2015 – Nov 2016

- Resolved customer inquiries and collaborated with product team to improve customer experience based on feedback.

EDUCATION

UC Davis Davis, CA
Bachelor of Arts, Economics Jun 2015

General Assembly San Francisco, CA
User Experience Design Immersive Feb 2017

SKILLS

Technical Skills: Figma/Figma Make, Visual Design, Wireframing Rapid Ideation/Prototyping, User Research, Maze Testing, Interaction Design, Miro, Slack, Jira/Confluence, Claude, Chatgpt

Certifications & Training: Nielsen Norman- Measuring UX and ROI, Maven-Product Strategy for Designers