Amy Yu

amyyu2023@gmail.com
Minneapolis, MN
linkedin.com/in/amy-b-yu
Available January 2027 · Remote or Minneapolis area

Product Design Lead · Complex Systems, Real People · UX Research & AI Prototyping

PROFESSIONAL SUMMARY

Product design lead with 15+ years designing where complex systems meet real people. I synthesize complex ideas, data and structures into experiences so clear that people underestimate what's behind them, as a designer, researcher and design team leader at Symantec, Optum, UnitedHealth Group and Pipefy. Today I am a lead designer on a national federal health care program. With AI as my thought partner and assistant, ideas move quickly from concept to working prototype to usability testing, so teams reach development with confidence. I do my best work as a hands-on, staff-level individual contributor.

EXPERIENCE

Senior Product Designer

2024 – Present

TEKsystems (contract with OptumServe) · Eden Prairie, MN

AI-augmented: Codex prototyping · Agentic UX · Contract synthesis · 508 pre-checks

– On a national federal health care program, served as lead designer acting as a UX architect during discovery; now lead designer on two workstreams, portal access and patient safety reviews.
– On a cross-functional discovery team, led the user-side analysis that shaped 17 workstreams, using AI to distill a comprehensive request for proposals into the core jobs to be done within each, in hours instead of days, validated in stakeholder interviews and against current process documentation.
– Created the foundational personas, journeys, service blueprints and information architecture that a UX team growing from 2 to 14 built on.
– Built a front-end prototype with sample data that engineering can build from, plus wireframes, in OpenAI Codex for portal access, the tool four user types use to get into the program's self-service portal. It replaces static specs, and research can run usability studies on the working prototype before anything goes to development.
– Designed an agentic version of the same tool as a teaching prototype, showing a team new to AI how an agent could help users complete access tasks.
– Led heuristic reviews, service blueprint workshops, IA definition and wireframes for portal access and patient safety reviews; artifacts fed engineering requirements directly.
– Kept every design artifact Section 508 compliant, using AI-assisted accessibility pre-checks.

AI Prototyping Practice

Ongoing

Independent projects built with Claude

– Built a series of self-directed projects to develop hands-on AI skills: prompt and context design, AI-assisted research synthesis, rapid prototyping, and agentic workflows.
– One example: **Trailbook**, a mobile app to hike all 64 Minnesota state parks. Claude sequenced 23 trips around blackout dates, and when plans change, the assistant reshuffles the schedule from a plain-language request, with nothing changing until the user approves.
– Formed a working point of view on where AI speeds up design and where human judgment must lead, then brought that practice into client work as soon as Codex was available.

Senior UX Lead · Researcher · Mentor

2022 – 2023

Pipefy · Remote

– Redesigned the marketing site's information architecture to grow the funnel. In a 1-month A/B test against the old site: +62% sign-ups and +124% demos booked.
– Created a rapid research method and built it into discovery and development, introducing the team to research as a basis for decisions. It got answers fast, without slow, expensive outsourced user studies.
– Mentored junior UXers.

UX Manager

2017 – 2020

UnitedHealth Group · Eden Prairie, MN

– Built and led a multidisciplinary design team (research, visual and interaction design) for an enterprise team focused on provider services tools, improving how providers interact with patients and UnitedHealth Group programs.
– Introduced UX to a team that had never had it: educated the team, defined where UX fits, and built a process that embedded UX into ideation, planning and implementation as a daily practice, keeping the user at the center of the program.
– Ran cross-functional workshops that turned complex business requirements into customer-centered product strategy, moving design upstream into problem definition.

Senior UX Designer & Researcher

2014 – 2017

Optum · Eden Prairie, MN

– Led both research and design for high-profile clinical and enterprise products across the full product lifecycle, from early discovery through launch.
– Chose from a wide range of research methods to fit each question, including field studies, lab usability studies, interviews and guerrilla testing.
– Designed for multiple internal and practitioner personas, translating complex clinical and regulatory requirements into interaction models for healthcare practitioners and internal staff.
– Presented research findings and design direction to executive leadership, giving decision makers direct evidence from users.

Principal UX Designer / Researcher

2010 – 2013

Symantec · Mountain View, CA

– Started as a designer on global enterprise security platforms, creating interface schematics and validating concepts on fast-moving release cycles.
– Moved into research out of necessity, and it grew into a core part of the role.
– Built the team's own in-house research process, rather than outsourcing all research activities.

EARLIER EXPERIENCE

Senior User Experience Designer · StoneRiver – Designed a workers' compensation web application for the State Compensation Insurance Fund of California from start to finish, for policy administrators, claims adjusters and injured workers.

Senior UX Designer & Development Manager · Wachovia – Designed and built an annuity web application for wholesalers, product managers and agents, then managed the developers implementing design specifications.

Web Developer · Teltech – Designed and built the user interface and front-end code of a web application for scientists, engineers and research professionals.

Senior Education Analyst · Prudential Financial – Designed curriculum for call center teams, taught customer service, product and sales topics, and coached new trainers.

CORE COMPETENCIES

AI Prototyping	Codex Prototyping · Agentic UX Concepts · Claude Projects · AI-Assisted Synthesis · Wireframe Scaffolding · 508 Pre-checks
Discovery & Workshops	Exploratory Workshops · Service Blueprints · Jobs to Be Done · IA · Journey Mapping · Design Thinking
Research & Synthesis	Contextual Interviews · Usability Testing · Competitive Research · Workflow Analysis · Concept Validation
Leadership	UX Leadership · Cross-Team Alignment · Stakeholder Engagement · Mentorship · DesignOps
Tools & Technical	Figma (Expert) · Claude · OpenAI Codex · ChatGPT · Miro · Axure · UserTesting · HTML / CSS · Section 508 / WCAG

EDUCATION

Bachelor of Science, Business Administration and Management · Minnesota State University, Mankato