

# Jestaz Yao

AI UX/UI & Performance Marketing Designer

Designing Controlled AI Systems & Scalable User Workflows

[Portfolio](#) | [linkedin](#)

yxhzdm@gmail.com

347-622-6469

New York

AI-focused Product Designer with 5+ years of experience building end-to-end digital products across web, e-commerce, and LLM systems. I specialize in designing deterministic AI workflows with structured intent, policy control, and reliable outputs, while advising marketing and growth teams to translate business goals into high-converting user experiences across landing pages, paid media, and lifecycle touchpoints, driven by data, experimentation, and measurable impact.

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## Professional Experience

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### Lead Product Designer (Freelance & E-commerce)

Vetta Studio, New York, NY

September 2024 – March 2026

- Led UX strategy and redesign across multiple client platforms, driving AI-assisted conversion and revenue growth.
- Designed AI-powered chatbot systems and advertising creatives (paid media, landing pages, email/lifecycle) to improve product discovery, booking, and purchase flows.
- Launched an AI-assisted booking experience for Beauty Affair, generating 90+ bookings/month and ~\$5K+ projected monthly revenue.
- Designed a high-ticket B2B e-commerce experience for Mechapro, generating \$38K+ revenue in 30 days with a \$9.7K average order value.
- Improved conversion by optimizing product architecture, decision flows, and aligning UX with campaign and advertising performance goals.

### Lead UI/UX Designer & (Mobile App Instructor)

[Sage Test Prep](#), New York, NY

August 2025 – Jan 2026

- Led redesign and launch of two production websites, improving AI-driven UX, conversion, and performance.
- Designed and implemented AI chatbot experiences for discovery, Q&A, and conversion actions.
- Built structured AI interaction flows (intent, constraints, fallback) to ensure scalable and reliable UX.
- Integrated AI with landing pages and ad funnels, reducing friction and increasing engagement.
- Delivered accessible, multi-language, and cross-platform (iOS/Android) experiences; mentored designers to improve UX quality and workflows.

### Lead UI/UX Designer (Blockchain experience)

Orbimatrix, New York, NY

March 2023 - September 2024

- Designed and led the UX for a Web3 trivia platform with blockchain-based rewards and wallet connectivity.
- Built reusable UI patterns and clear interaction flows to support token incentives and player retention.

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- Conducted usability tests and iterated Sketch prototypes to refine hierarchy, color, and flows—boosting engagement by 15%.
  - Partnered with engineering to align blockchain features with visual design systems and user experience requirements.

### **UI/UX Designer (Mobile & Design Systems)**

Appetizer Mobile, New York, NY

October 2021 – March 2023

- Led 0-1 product design across mobile platforms (iOS/Android), including admin panels, AI interfaces, and blockchain apps, establishing scalable design systems and UX foundations.
- Defined and scaled design system components, interaction patterns, and documentation standards to ensure consistency across complex, media-rich experiences.
- Designed and optimized token-based flows (Bountyfy), aligning wallet connectivity, rewards, and real-time system states with intuitive mobile UX to improve completion and retention.
- Partnered with product and engineering to translate complex backend logic (AI, blockchain) into clear, performant user experiences.
- Led usability testing and iterative improvements, refining interaction flows, motion, and microcopy to enhance clarity and product quality.
- Mentored designers and improved design workflows, driving adoption of AI-assisted tools to accelerate execution while maintaining high craft standards.

### **E-commerce Designer**

ReikoWireless, New York, NY

June 2021 – October 2021

- Designed and optimized the company's e-commerce website to improve user experience and boost sales conversions.
- Created visually appealing product pages and streamlined checkout flows to reduce cart abandonment.
- Collaborated closely with marketing and development teams to implement responsive designs that enhanced mobile usability.
- Applied UX best practices and maintained brand consistency across all digital touchpoints, contributing to measurable improvements in customer engagement.

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## Selected Project

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### **AI Support Automation System**

Independent Project , New York, NY

March 2026 - March 2026

- Designed structured intent taxonomy for refund, recommendation, and upsell scenarios, reducing ambiguity in support routing
- Designed a rule-based policy layer to separate LLM reasoning from business constraints, ensuring safe and controlled decision-making
- Implemented confidence-based gating logic to prevent low-certainty tool execution and enable fallback or escalation flows
- Designed multi-turn clarification flows to systematically collect missing parameters before triggering decision logic
- Structured tool-calling workflows and JSON-based outputs to support backend integration.

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## Education

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### **QUEENS UNIVERSITY**

Bachelor of Fine Arts (BFA)

QUEENS, NY

JUNE 2016 - JUNE 2020

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## Certifications

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1. UX Foundations: Usability Testing - LinkedIn
  2. Data Analytics for Business Professionals – LinkedIn
  3. UX Deep Dive: Remote Research – LinkedIn
  4. UX Foundations: Interaction Design - LinkedIn
  5. Introduction To creative AI - FutureLearn
  6. Introduction to conversational Interface - FutureLearn
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## AI & System Design

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- Intent Taxonomy Design
  - Structured JSON Output Architecture
  - OpenAI Playground (prompt testing & structured output design)
  - Deterministic Policy Engine Design
  - Confidence Threshold Gating
  - Tool Calling Orchestration
  - RAG architecture (conceptual understanding)
  - Multi-Turn State Management
  - Prompt Design & LLM Behavior Control
  - Embedding-based retrieval (foundational)
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## Product & UX Strategy

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- Information Architecture
  - User Flow & Interaction Design
  - Design Systems & Scalable Components
  - Usability Testing (Qual + Quant)
  - Stakeholder Alignment
  - Heuristic Evaluation
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## Software Skills

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- Google Analytics
- Google Search Console
- Figma
- Figma Make
- Sketch
- Google Ads
- SQL
- Excel
- Midjourney
- REST API Integration (Foundational)
- InVision
- HTML
- CSS
- ProtoPie
- Xcode
- Wix Studio
- Bubble.io
- Runway ML
- OpenAI API
- JSON Schema Design
- Thunder Client
- Jira
- Axure
- Miro
- WordPress
- Adobe Suite
- Squarespace
- ChatGPT (research synthesis, content)
- VS Code
- Claude
- Angular