

Jestaz Yao

AI UX / Product Designer

Designing Controlled AI Systems & Scalable User Workflows

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

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New York

AI-focused Product Designer with 5+ years of experience building end-to-end digital products across web, e-commerce, and emerging LLM systems. Specialized in designing deterministic AI workflows that combine structured intent extraction, policy enforcement layers, and controlled generation to ensure reliable production behavior.

Professional Experience

Lead Product Designer (Growth & E-commerce)

Vetta Studio, New York, NY

September 2024 – Present

- Led UX strategy and redesign across multiple client platforms, driving AI-assisted conversion and revenue growth.
- Designed and implemented AI-powered chatbot systems to guide users through product discovery, service selection, and booking flows, improving conversion and reducing drop-off across key journeys.
- For Beauty Affair ([beautiaffair.com](#)), launched an AI-assisted booking experience generating 90+ bookings/month and ~\$5K+ in projected monthly revenue, increasing conversion through conversational UX and guided decision flows.
- For Mechapro Auto Equipment ([mechaproautoequipment.com](#)), designed a high-ticket B2B e-commerce experience generating \$38K+ in revenue within 30 days, with a \$9.7K average order value, improving high-intent product engagement and purchase completion.
- Improved conversion performance by redesigning product architecture, clarifying decision points, and guiding users from inquiry to purchase through structured UX flows.
- Structured AI knowledge base, response constraints, and fallback logic, improving response accuracy and enabling scalable, reliable chatbot performance.
- Designed end-to-end conversion funnels aligned with user behavior and analytics insights, supporting measurable business outcomes across traffic, engagement, and revenue.

Lead UI/UX Designer & UX Instructor

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

August 2025 – Jan 2026

- Led the end-to-end redesign and launch of two production websites, focusing on AI-driven user experience and conversion flows.
- Designed and implemented an AI-powered chatbot to assist users in discovering tutoring programs, answering questions, and guiding users toward key actions such as consultation booking and program selection.
- Built and structured chatbot knowledge base and response constraints to ensure accurate, context-aware answers across services (SAT, AP, summer programs).
- Designed conversational UX flows including intent-based responses, guided follow-ups, and CTA-driven interactions to support user decision-making.
- Defined response boundaries, fallback logic, and interaction patterns to ensure reliable and consistent AI behavior.
- Integrated AI-assisted guidance into core user journeys, reducing friction and improving

engagement across the site.

- Mentored students in UX and product thinking, incorporating real-world AI interaction design and usability 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.
- 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

Appetizer Mobile, New York, NY

October 2021 – March 2023

- Led 0-1 design across admin panels, AI interfaces, and blockchain reward apps (e.g., Bountify), creating scalable design systems and UX/UI foundations.
- Designed and optimized Bountify's token-based task flows, integrating wallet connectivity and incentive mechanics to improve completion rates and retention.
- Collaborated with PMs and engineers to validate designs through testing and iteration, ensuring usability, consistency, and alignment between blockchain logic and product UX.
- Directed usability testing and mentored junior designers, refining user flows, microcopy, and end-to-end system experience through actionable insights.

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.

Selected Project

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

QUEENS UNIVERSITY

Bachelor of Fine Arts (BFA)
QUEENS, NY

JUNE 2016 - JUNE 2020

Certifications

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

- 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

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

- 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