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

AI Support Automation System | **Wix + OpenAI**

Independent Project , New York, NY   Feb 2026

- Designed structured intent taxonomy aligned with refund, recommendation, and upsell operations, reducing ambiguous routing across support scenarios
- Built a deterministic refund policy engine to separate LLM reasoning from business rule enforcement, preventing unsafe automated approvals
- Implemented confidence-based gating logic to block low-certainty tool execution and enable controlled escalation to human review
- Designed multi-turn clarification architecture to systematically collect missing parameters before triggering policy evaluation
- Integrated tool-calling orchestration for product lookup and pricing logic via REST API and backend functions
- Returned structured JSON outputs for UI rendering and backend workflow automation
- Reduced risk of hallucinated refund approvals by enforcing rule-based decision layer (AI constrained by policy engine)

Lead Product Designer (Growth & E-commerce)

Vetta Studio, New York, NY   *September 2024 – Present*

- Led end-to-end UX strategy and redesign for a B2B e-commerce platform (mechaproautoequipment.com), driving measurable traffic and engagement growth post-launch.
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- Increased total site sessions by 436% (2,110 sessions) and unique visitors by 561% (1,931 users) through improved information architecture, SEO optimization, and conversion-focused layout redesign.
- Optimized product page hierarchy and category structure, resulting in:
- – 1,105% increase in traffic to top-performing product page (747 sessions)
- – 874% increase in category page visits
- – 223% increase in homepage traffic
- Improved paid and direct acquisition channels, contributing to a 603% increase in Google Paid traffic and 86% growth in direct traffic.
- Designed scalable page layouts and conversion-focused product detail flows aligned with business goals and performance analytics.

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 education websites, driving measurable improvements in acquisition and enrollment performance.
- Increased organic search traffic by 10% and improved keyword rankings (Avg. position ~1–2 for core search terms) within the first month post-launch.
- Contributed to an 82% increase in AI-driven search visibility and a 5% increase in contact clicks through improved information architecture and CTA optimization.
- Designed conversion-focused enrollment flows that resulted in 30 program sign-ups within the first month after launch.
- Reduced bounce rate by 14% and increased average pages per session by 9% by restructuring content hierarchy and improving navigation clarity.
- Iteratively optimized page structure, navigation, and CTA placement based on performance data to improve engagement and conversion outcomes.
- Designed and taught a structured UX and product design curriculum for high school students, mentoring them through real-world digital product concepts and usability testing 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.

Education

QUEENS UNIVERSITY
University of New York, New York, NY   *JUNE 2016 - JUNE 2020*
QUEENS, NY

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

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)

Product & UX Strategy

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

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