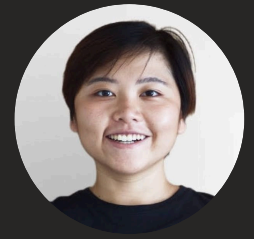


Yiting Huang Product Designer

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PROFILE

Product Designer with **5+ years and 10+ products shipped in startups**, from **early UX to GTM brand execution**. I'm looking for a role where I can work closely with a tight-knit team, own design end-to-end, and make decisions that directly move the product and business forward.

PROFESSIONAL EXPERIENCE

Growing3 - Founding Product Designer

03/2023 - 03/2025 | Taipei, Taiwan

MarTech SaaS startup helping blockchain companies grow using on-chain and off-chain data analytics. Clients include Gate.io, Chainfir Capital, Sorare, and Pacific Meta. Backed by 500 Global & Alibaba Cloud, raised \$1.2M pre-seed.

- Co-owned the **product roadmap** with founders, business stakeholders, and product manager, defined ing feature concepts, prioritized development, and aligned design decisions with market needs and technical feasibility. **Led end-to-end product design** from market research and competitor analysis through user journey mapping, information architecture, and wireframing to high-fidelity MVP delivery.
- Turned a manual, agency-run ad targeting service into a self-serve platform, letting Web3 marketers run precision campaigns on X by mapping blockchain wallet behavior to real user identities. **Acquired 9 paid customers across GameFi, NFT, DeFi, and crypto exchanges**, including XREX and Sorare, within 6 months of launch. Helped clients achieve 79% lower CPA and 376% higher conversions.
- Delivered the first MVP that laid the foundation for the platform's growth. Built a scalable Figma design system and translated complex blockchain metrics into readable dashboards for non-technical marketers.
- Expanded the product into influencer marketing, designing a self-serve tool for users to search, filter, reach out to crypto KOLs at scale across X, Discord, and Telegram, and track campaign results. Acquired clients across GameFi, NFT, DeFi, and crypto exchanges, including Gate.io.
- Identified cross-platform friction through **50+ user interviews**, driving the development of a Chrome Extension that reduced workflow switching and increased time-on-platform. Built a viral sharing loop where users exchange curated KOL lists, acquiring 6 organic signups at launch.

CoolBitX - UXUI Designer

03/2019 - 07/2022 | Taipei, Taiwan

Blockchain security company with two product lines. CoolWallet (B2C) is a top 3 global hardware wallet with 300K+ units sold across 80 countries. Sygna (B2B) is a crypto compliance solution adopted by 18+ licensed exchanges, including Coincheck, DMM Bitcoin, and SBI VC Trade. Backed by SBI Holdings, Series B.

- Led the visual and brand design for CoolWallet Pro's **global GTM launch** across new international markets. Delivered end-to-end creative assets: product packaging, campaign materials, and landing pages that communicated the product's value to audiences. Collaborated with Marketing, Sales, CS, and Product to ensure design alignment across all touchpoints. Supported co-branded campaigns with major crypto platforms (**Crypto.com, Binance, OpenSea, Rarible**) and built an affiliate workflow that collectively **drove a 416% revenue increase in year one**.
- Worked closely with PM and Sales to visualize **complex KYC/AML compliance workflows** for Sygna Hub and Gate, designed landing pages and MVP dashboards that helped licensed crypto exchanges quickly understand the product value and accelerate deal closure.
- Redesigned the eCommerce site using data-informed practices (Hotjar and Google Analytics), A/B testing, SEO optimization, and market-specific localization across Japan, Korea, France, and Turkey. Grew monthly traffic from **20K to 50K** and boosted average order value by **34.9% YoY**.
- Conducted **20+ user interviews** with new crypto wallet users to identify onboarding friction. Redesigned the mobile onboarding flow based on key findings. **Reduced drop-off rate by 8%**.

Antou Design Studio - Product Design Intern

06/2018 – 12/2018 | Taipei, Taiwan

UK & Taiwan product design studio specializing in precision lifestyle objects, sold across Taiwan, Japan, the US, and Europe, and stocked by international design retailers including Design Milk.

Supported product design, manufacturing, and marketing material production. Assisted with exhibit setup across 3 international design exhibitions: Stockholm Design Week, Maison & Objet Paris, and London Design Festival.

EDUCATION

B.S. Industrial Design - National Taiwan University of Science and Technology

09/2014 – 06/2018 | Taipei, Taiwan

Taiwan's equivalent of a Technical University (TU), top-ranked for technology and design.

Courses: Design Thinking, Human-Computer Interaction, User Research Methods, Interface Design, Information Design, Typography & Visual Communication, Design Management

Graduate Project: Designed and built the complete product experience to help long-distance partners feel closer through mobile app interface, hardware aesthetics, embedded circuit design, and backend app development

PROJECTS

Won "Best Use of AskNews API" at AI Builders Hackathon

02/2026 | Berlin, Germany

Built an AI marketing agent that monitors real-time trending news across countries and autonomously generates localized marketing content, enabling startups to catch viral opportunities for user acquisition the moment they emerge. (Tech Stacks: Lovable, Claude Code, AskNews API, Activepieces)

Dicas Metal - Inventory Tracking Systems

05/2026 | Berlin, Germany

Designed and built an AI-powered warehouse management system for a local metal manufacturer in Taiwan. Replaced manual data entry with a Telegram voice chat bot. Enabled non-technical factory workers to update inventory through natural conversation, eliminating the need for digital literacy.

(Tech Stacks: Claude Code, VS Code, Vercel, Railway, Supabase)

LANGUAGES

Mandarin (Taiwan): Native | **English:** Professional | **German:** Beginner

SKILLS

Tools

Figma, Midjourney, Claude Code, VS Code, Supabase, Railway, HTML/CSS/JS, React, GitHub Version Control, Hotjar, Google Analytics

Capabilities

User Research, Usability Testing, User Journey Mapping, UX Design, UI Design, Interaction Design, Information Architecture, Design Systems, Design Library, A/B Testing, Conversion Optimization, Data-informed Design, Growth Design, eCommerce Design, SEO

INTERESTS

New York Hustle Dance (participated in international competitions, teaching), Rope Climbing, Bouldering, and Outdoor Swimming.