tingye74@gmail.com

TINGTING YE

ABOUT ME

Senior UX/Product Designer with a proven track record of delivering user-centered design solutions at top-tier tech companies. Skilled in end-to-end design processes, user research, and cross-functional collaboration. Adept at enhancing user experiences and driving product success. Proactively integrates AI tools (such as ChatGPT, Figma AI plugins, and journey mapping automation) to accelerate ideation, optimize workflows, and support data-informed decision-making across the UX lifecycle.

Portfolio

Portfolio: tingtingux.com (password: 0106)
Full presentation decks for each project available upon request.

PROFESSIONAL EXPERIENCE

UI/UX Designer II at TCGplayer (an eBay company)

Dec 2024 - Jun 2025 | Contract | Remote

BBST team

Improved and launched the **TCGplayer seller portal** flows to support international expansion, reduce fraud, and enhance account management:

- Launched **Upgrade Account experience** for 5+ business entity types, enabling seamless transitions from individual to business accounts.
- Redesigned **Registration Flow** with eBay's Compliance-as-a-Service, reducing fraud risk and supporting KYC readiness.
- Enabled **international onboarding** and upgrade flow for sellers in CA, UK, and AU, expanding seller eligibility by 30%.
- Conducted **UAT testing** across 3 releases, identifying and fixing 10+ UX issues pre-launch.
- Led **design system** audit and modernized flows to align with TCGplayer's evolving DLS.
- Collaborated closely with PMs and engineers in triad teams to drive execution and feature delivery.

UX Designer at Amazon Web Services (AWS)

April 2022 - Feb 2023 | Full-time | Remote

AWS Security team

- Led the design and launch of AWS Lambda feature for the **B2B enterprise Amazon Inspector** product, significantly enhancing the vulnerability management service. In just five days, **4,000 accounts** adopted the new feature, scanning over **102,000 functions** and

potentially generating **$372,000** in incremental Annual Recurring Revenue (**ARR**) while boosting **user satisfaction**.
- Improved visibility of security findings across AWS regions by designing and launching new features, including Vulnerability Finding Rationales and Remediations, which streamlined the user experience and empowered users to manage vulnerabilities more effectively.
- Collaborated **cross-functionally** with PMs, engineers, security experts, AI/ML team, user researcher, and content designers to create user-centric solutions aligned with business goals.
- Conducted extensive **user research and data analysis** to inform design decisions.
- Applied design thinking to generate and iterate on **multiple design solutions**, enriching the user experience.
- Produced wireframes, prototypes, and high-fidelity designs following the AWS **design system** (Polaris/Cloudscape) for consistency.
- Conducted **usability testing** sessions, gathering valuable user feedback for design refinements.
- Worked on **accessibility** design with engineers, ensuring designs comply with web accessibility standards to accommodate all users.

Product Designer at Meta

October 2021 - March 2022 | Contract | Remote
April 2021 - May 2021 | Contract | Remote

Business Product Engineering (BPE) team

- Enhanced the **B2B Partner Home platform**, the central hub for Strategic Partner Managers at Meta, with a user-centric and streamlined workflow.
- Implemented the **'Tetris' feature**, an **AI-driven tool** that reduced partner discovery time from **8 weeks to under 1 minute**, significantly improving partnership management efficiency.
- Collaborated closely with stakeholders to align on requirements and ensure successful delivery of a user-friendly product for the internal team.

UX Designer at Meta

February 2019 - September 2019 | Contract | Menlo Park, CA

Ads Growth Platform team

- Led the design and successful launch of the 0-1 **Touchpoint 2.0, a B2B internal ads platform**, empowering teams to communicate with businesses in a scalable and unified manner.
- Improving user efficiency and reducing setup time by **75%**.
- Enhanced load time by **~50%**, increasing user engagement and enabling advertisers to post ads more efficiently on Meta.
- Orchestrated the entire user experience design process, including user research, problem definition, goal setting, user flow mapping, screen design, prototype creation, and usability testing.
- Collaborated closely with cross-functional teams, including PMs, TPMs, engineers, data scientists, and content strategists.

Product Designer at eBay

October 2018 - December 2018 | Contract | San Francisco, CA

New Product Development (NPD) team

- Successfully launched the international **e-commerce** product **"Haitao" website** and **mobile app** targeting the Chinese market, adding **100 million** customers.
- Conducted extensive user and market research to inform design decisions.
- Created wireframes, prototypes, and engaging game animations to enhance the user experience.
- Established and managed design systems to ensure consistency and flexibility.
- Collaborated closely with Product Managers and engineering teams to ensure seamless project execution.

Junior Visual Designer at Tacpoint

October 2017 - October 2018 | Full-time | Burlingame, CA

- Designed and launched the 0-1 **SwingCash mobile app**, which rewards users for spending time at participating bars and restaurants on iOS and Android, serving a diverse client base in New York City.
- Conducted user research to inform design decisions.
- Created wireframes, visual designs, and interactive animations.
- Prioritized user needs through design thinking brainstorming to deliver valuable features.

EDUCATION

Master of Fine Arts (MFA) in Web Design & New Media

Academy of Art University, San Francisco, CA

September 2013 - December 2016

Bachelor of Arts (BA) in Digital Media

Chengdu Academy of Fine Arts, China

September 2009 - July 2013

WORK AUTHORIZATION

U.S. Permanent Resident (Green Card Holder)

SKILLS

- **UX Skills:** UCD & Design Thinking | End-to-End UX Process | Responsive Web & Mobile App Design | Information Architecture & Usability Testing (UAT) | Accessibility Design | Design Systems | Cross-functional Collaboration | B2B, E-commerce, Security, Developer Tools & Platform Design

- **Technical Skills:** Figma | FigJam | Sketch | Adobe | Miro | Principle | Motion Design & 2D Animation | Basic HTML/CSS knowledge for collaboration with engineers | Jira | Confluence | Notion | Slack | Zoom | Asana | Trello

- **AI Skills:** ChatGPT | Figma AI Plugin (Magician, Diagram, Galileo) | Flowstep | Prompt Writing | Keep Exploring

AWARDS

- Third Prize in X-fire Game and Animation Design Competition in Shanghai, China (March 2012)
- Second Prize in Game Competition Dare to Be Creative in Shanghai, China (November 2011)