

# DEAN YOO

Product Designer

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Product designer who replaces opinion with evidence. Introduced the first usability testing practice in a fintech startup's history, raised bias recognition accuracy from 31% to 78% by restructuring a news feed scan sequence, and builds coded React prototypes when static mockups can't answer the question.

## EXPERIENCE

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### FiPet UI/UX Intern (Lead on Quiz Battle)

Financial literacy app for ages 8-15 · 13-person team (1 PM, 10 engineers, 3 designers) Jan 2026 – May 2026

- **Led the redesign of the core engagement loop** around a new 1v1 Quiz Battle feature: discovery research, 30 hi-fi screens, two rounds of usability testing, and engineering handoff.
- **Ran the first usability test in company history** (Maze, unmoderated): 100% task success across 22 recorded sessions; 4.2/5 fun rating and 90% replay intent from 10 full completions. Testing became the team's default practice.
- **Built the design system adopted by the entire team** for the app-wide redesign beyond my feature: single accent palette, Inter type ramp, 8pt grid, and a standardized SVG icon set that also resolved cross-platform rendering bugs.
- **Reversed the PM's commerce-first result screen** with a research-backed case (Flow Theory, children's flow-interruption studies); the Play Again CTA shipped as primary, validated by 90% replay intent.
- **Built a coded React prototype** (Vite, deployed on Vercel) to test real timer pressure, live scoring, and rival turn-taking that a static Figma prototype couldn't reproduce; Round 2 testing ran on the live build.

### Biasly Product Design Intern

Political bias detection platform for news readers Oct 2025 – Dec 2025

- **Raised bias recognition accuracy from 31% to 78%** and cut median time-to-identify from 9s to 3s by moving bias context above the headline in the mobile news feed (12 moderated sessions, observer-coded).
- **Diagnosed the root cause as scan order, not visibility**, through 12 moderated sessions with think-aloud protocol and 5-second exposure tests; 69% of users couldn't identify bias on articles they had just read.
- **Cut missed bias indicators by 60%** with a color-coded spectrum replacing text labels; presented three structural alternatives with tradeoffs to the PM and engineers, and the chosen direction is rolling out after handoff and QA.

### Urban Creator Graphic Designer (Part-Time)

May 2025 - Jan 2026

- Designed responsive web interfaces in Webflow and HTML/CSS within established brand guidelines.

## SELECTED PROJECTS

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### Lyft Bike Redesign Self-Directed Product Concept

Case study at [dean-yoo.com/work/ride-availability](http://dean-yoo.com/work/ride-availability) Mar – May 2026

- **Designed a rider-facing layer over Lyft's existing operations infrastructure** (dock prediction, dynamic pricing, iOS Live Activities) requiring no new technology; Maze testing showed 100% success on the dock planning flow and 4.4/5 rider confidence in finding a dock (10 sessions).

### AI Ticket Triage B2B SaaS Concept · In Progress

Human-in-the-loop design for AI-assisted support workflows Jun – Aug 2026

- **Designing trust and control patterns for AI-assisted ticket triage** grounded in discovery interviews with support professionals; deliverables include a documented design process and a coded React prototype (Vite, Vercel).

## SKILLS

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**Design** Product design, UX research, usability testing (moderated, Maze), design systems, interaction design

**Tools** Figma (components, variables, prototyping), Maze, Adobe Creative Suite, Webflow, Framer, Notion

**Code** HTML/CSS, React (Vite, Next.js, Tailwind), TypeScript, Vercel deployment, Claude Code

## EDUCATION

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**School of the Art Institute of Chicago** BFA, Visual Communication

Expected Dec 2026