

YEHA YOUM CHEN

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PROFESSIONAL EXPERIENCE

Senior Product Designer I

August 2024 – October 2026

HubSpot, Falls Church, VA (Remote)

HubSpot is a CRM platform helping businesses grow through customer relationship management, sales, marketing and data tools, impacted by layoffs in October 2026.

- Design lead for Data Quality, a data cleaning tool that helps customers clean their CRM of duplicate contacts and companies, formatting issues and missing data. Collaborated with product, development and data analysts and was responsible for executing research, usability tests and high-fidelity prototypes
- Launched a successful beta for Merge Rules, a configurable duplicate-management experience, achieving 5,300+ enrollments with zero unenrollments. Designed workflows for selecting winning records, configuring merge logic, and reviewing merge outcomes.
- **Increased annual recurring revenue (ARR) by \$1.23M** through upgrade points associated with professional and enterprise subscription tiers over a 12-month period.
- Designed Data Quality and deduplication experiences supporting **15,055 monthly active portals for Data Quality and 5,280 for Dedupe**, helping customers identify, review, and resolve duplicate CRM records.
- Led end-to-end design across complex data-quality workflows, including merge previews, configurable duplicate rules, bulk merging, and automated merge experiences—balancing user control, data integrity, and efficiency.
- Conducted customer research and usability testing to uncover data-management needs, including consistent deduplication logic across ingestion and CRM workflows, transparent merge outcomes, and human oversight of consequential data changes.
- **Integrated AI into the design process** by using Claude Code VS code and Conductor to rapidly prototype concepts and explore product ideas, and Writer to develop and refine product content.
- Partnered with Product, Engineering, and data stakeholders to translate complex technical requirements into intuitive workflows, evaluate feasibility, and align on product decisions.

Senior Product Designer

April 2023 – April 2024

Loyal, Washington DC (Remote)

Loyal is a health tech company with a mission to improve healthcare by making care more clear, accessible, and consistent for patients and the providers they rely on, impacted by layoffs in April 2024.

- Led end-to-end design for Refer, a patient referral management platform, from research and prototyping through usability testing and implementation; contributed to a product initiative associated with a **\$3M contract**.
- Designed inbound referral and missing-document workflows to improve referral processing and reduce administrative burden; the missing-document experience achieved a **97 SUS score**.
- Created executive dashboards to help health systems identify referral leakage and designed provider-data standardization workflows to improve data accuracy across downstream products.
- Conducted competitive SWOT analysis that informed product positioning and a strategic shift toward patient-facing features.

Senior Product Designer

May 2021 – April 2023

Cvent, Washington DC

Cvent is a hospitality and event management tech company. In August 2022, I helped launch the redesign of Business Transient, an enterprise software product, helping travel managers find low rates at hotels.

- Improved an enterprise proposal-import workflow through **10 usability sessions**, achieving an **81 SUS score** and supporting more efficient imports for **6,000+ travel managers and hoteliers**.
- Redesigned the Luxury product experience to showcase hotel offerings; leadership presented the designs to **1,000+ clients** at Cvent's annual conference.
- Led a **12-person design-pattern audit team**, improving consistency across nine products and streamlining design efforts for **40 designers**.
- Created monthly interactive-prototyping tutorials for a **110+ person UX organization**, improving how designers communicated interactions and design intent.

UX Designer

June 2020 - May 2021

Freelance, Washington, DC (Remote)

- Designed a **0-to-1 iOS music education app** as the first dedicated UX designer, supporting 70+ students and 22 teachers with practice and ongoing feedback.
- Conducted user research and market analysis, translating findings into personas, user flows, and prototypes that validated product direction and informed a stakeholder-approved subscription model for the music app.
- Led research-informed website design for a home organization company, improving service clarity and emphasizing trustworthiness to address customer barriers to hiring.

Communication Manager, UX and Marketing

May 2014 - Jun 2020

New Life, Ann Arbor, MI

- Led user-informed website information architecture and mobile app design, partnering with engineers to improve navigation and help users find volunteer opportunities.
- Managed multichannel communications, producing 4–6 social posts weekly for **2,000+ Facebook users** and **600+ Instagram followers**, plus a weekly newsletter for **1,000+ subscribers**.

EDUCATION AND CERTIFICATES

BA History and Communications (Dual Major)

University of Michigan

UX Design and Research

Designlab Academy

SKILLS AND DESIGN TOOLS

Skills: Design thinking, user experience design, Agile, product design, interaction design, information design, visual design, color, typography, hierarchy, mockups, competitor and market analysis, customer needs, scalability, surveys, heuristic evaluations, usability testing, user interviews, content audits, user flows, journey map, interactive rapid prototyping, content strategy, visual story-telling, analytics, collaboration, public speaking, training

Tools: Figma, Claude Code, VS Code, Conductor, GitHub, Adobe Creative Suite, Mural, Jira, ClickUp, Pendo, Tableau, Amplitude, Survey Monkey, Sketch,