

# Jason E. Yoo

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www.yooxjason.com

## Profile

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Experienced in product design, vibe-coding, design systems, research, and branding. Love digging into data and comfortable in code. Currently designing AI video experiences for content creators.

## Education

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University of Southern California  
Los Angeles, CA  
BA in Graphic Design

## Abilities

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UI UX AI Research

Prototypes Wireframes

Design systems Design guides

User flows Branding Sprints

Workshops Writing Korean

## Skills

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Figma ●●●●●●●●●●○

Prototyping ●●●●●●●●●●○

Vibe coding ●●●●●●●●●●○

Research ●●●●●●●○○○

Decks ●●●●●●●●○○○

Beginner ————— Expert

## Values

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- + Teamwork
- + Collaboration
- + Communication
- + Empathy
- + Adaptability
- + Deep thinking

## Experience

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### HEYGEN — LOS ANGELES, CA

#### Product Designer: Sep 2025–Present

- Lead designer for growth and platform: IA, ChatGPT app, onboarding, home page, user profiles, explore, pricing, iMessage extensions and more

### WHATSAPP — LOS ANGELES, CA

#### Product Designer: Oct 2021–Apr 2025

- Crafting designs for the Calls tab and growth initiatives for calling: helped 25% YOY growth of group calling and 1B DAU for calling
- Drive 0-1 features from concept to execution: favorites, dialer, call links, select people & more
- Design for Android, iOS, Mac & Windows, old & new operating systems, 40+ languages, and a vast range of demographics
- Collaborate closely across cross-functional teams – product management, design systems, engineering, legal, user research, marketing, data science, localization and content design

### CREXI — LOS ANGELES, CA

#### Director of Product Design: Dec 2019–Oct 2021

- Lead design and user experience to ship the company's first mobile app, iOS & Android. Contributing code in SwiftUI too.
- Contribute to growing the comps and insights subscription product, "Intelligence", in views by 2x and in sign-ups by 300%
- Evolve design system: cards, icons, colors, accessibility, and more

### FAIR FINANCIAL CORP. — LOS ANGELES, CA

#### UX Designer: May 2019–Nov 2019

- Improve conversions and renewals of rental for Uber drivers through clear, transparent designs and copy
- Establish a foundation of user research by building prototypes and talking to users in-person, call, text, email and remote testing
- Implement a process for the design team to grow the design system and UX writing principles for the product dev process

### GPOWER INC. — SEOUL, SOUTH KOREA

#### Product Designer: May 2016–May 2019

- Lead design, product, copy, research and branding for two mobile apps, a web app, and website
- Collaborate on projects with P&G, J&J, L'Oreal, Stanford University, Northwestern University, Samsung and more