

WEI YAN

Senior Product Designer with 10+ years building consumer products at scale. Designed membership, growth, and 0→1 experiences for tens of millions of players at Rockstar Games. Founding designer at two marketplaces. I prototype in code, run experiments to learn what people actually value, and ship work that moves measurable business outcomes.

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NYC based

Work Experience

Independent Design Practice

Nov 2025 - Present

Designing the fundraising website for Army Pink, a nonprofit helping survivors escape domestic violence, built in code with AI agents (Claude Code, Cursor).

Mentoring designers: top 50 Global Mentor on ADPList, 113 sessions with 100+ designers, 100% satisfaction.

Senior Product Designer – Rockstar Games

Nov 2021 - Nov 2025

Grew GTA+ monthly revenue by **\$1.85M** by reframing membership value from a monthly perk list into accumulated value players could finally see, breaking through a revenue plateau.

Lifted completion rate **from 58% to 92%** by redesigning the GTA Online License Plate Creator from a utilitarian tool into a cinematic, expressive experience.

Built Rockstar's design system across teams. Set shared color, grid, contrast, and spacing standards for 3 properties, cutting QA cycles **from weeks to days**

Designed a gifting experience **across console and web**, aligning three product teams on one user flow. Retention up **17%**

Founding Product Designer – WollenDance

Aug 2020 - Oct 2021

Grew monthly revenue **\$23K** by designing and shipping a class discovery and recommendation experience for a two-sided marketplace.

Defined the onboarding flow for both sides of the marketplace, lifting customer acquisition **13%**.

Founding Product Designer – Giving Tech Labs

Oct 2018 - Aug 2020

Owned **0→1** design for X4I, a marketplace serving **10K+** nonprofit and tech entrepreneurs, setting product vision and visual identity from concept through ship.

Creative Manager – Gage Academy of Art

Sep 2016 - Oct 2018

Redesigned class registration for clarity and visual hierarchy. Staff support inquiries **dropped by half**, sign-ups **doubled**

Education

Carnegie Mellon University

M.A. in Arts, Entertainment, & Media Management

Skills

Product Strategy | A/B Testing & Experimentation | User Research (Qual + Quant) | Growth Design |

0→1 Product Design | Design Systems | Prototyping in Code | Cross-functional Leadership

Tools

Figma | Framer | Claude Code | Cursor | Photoshop | After Effects | Principle