

Patricia (Yue) Shu

PRODUCT DESIGNER

Los Angeles, CA | yueshudeign@gmail.com | +1 949 378 7698

PROFESSIONAL SUMMARY

Product designer with experience across AI products, mobility, education technology, brand systems, and commercial execution. Skilled in user research, UX strategy, interaction design, design systems, prototyping, usability testing, and cross-functional delivery from early discovery through launch.

PROFESSIONAL EXPERIENCE

RARE TINT TECHNOLOGY

Product Designer | Irwindale, CA | Jan 2026 - Present

- Led branding and product experience for 10+ REON Series products across positioning, visual identity, packaging, dealer materials, and production-ready assets; supported 25+ product orders in the first month after launch.
- Translated mixed B2C and B2B requirements into the RGS website's information architecture, task flows, and responsive UX, connecting consumer product discovery with contractor, distributor, pricing, and technical review paths.
- Designed event visuals, campaign assets, dealer handbooks, and pitch decks that helped secure partnerships with 20+ dealers.

BRIGHT START ED-TECH

Product Designer | Chino Hills, CA | Nov 2024 - Aug 2025

- Designed the UX and visual experience for an AI-powered personalized content recommendation feature, improving onboarding clarity, content discovery, and information hierarchy; increased trial-user time in app by 12%.
- Led design strategy for trial-to-subscription flows, simplifying subscription steps and refining information hierarchy; increased new subscriptions by 18% through data-informed A/B testing.
- Developed a scalable design system with reusable components, design tokens, interaction states, motion specifications, and engineering-ready documentation across mobile and web.

OIN AUTO

Product Designer | San Francisco, CA | Jun 2024 - Sep 2024

- Designed the end-to-end user journey for an AI-powered autonomous payment feature, collaborating with machine learning engineers on logic visualization and prototyping.
- Conducted foundational research on consumer trust in self-driving AI, contributing to a roadmap shift that improved application engagement by 25%.

PORSCHE (CHINA) AUTOMOBILE

Product Design Intern | Shanghai, China | Aug 2022 - Oct 2022

- Analyzed and synthesized data from 10+ competitor human-machine interface and electric vehicle trends, translating field and usability findings into design principles that influenced next-generation product strategy.
- Developed UX documentation for in-car digital touchpoints, clarifying user flows, interaction states, and interface specifications; reduced design ambiguity by 20% and improved cross-functional alignment.

EDUCATION

University of Southern California | Master of Fine Arts in Design | Los Angeles, CA | Aug 2023 - Dec 2025

Relevant studies: Product Strategy, UX and Market Research, User Experience Design

School of Visual Arts | Bachelor of Fine Arts in Design | New York, NY | Aug 2018 - May 2022

Relevant studies: Graphic Design, Interaction Design, Motion Graphics, AR/VR

CORE SKILLS

User Research | UX Strategy | Interaction Design | Design Systems | Usability Testing | Accessibility | Inclusive Design | Service Design | Brand Systems | Product Marketing

TOOLS

Figma | ProtoPie | Principle | Framer | Adobe Creative Suite | VS Code | Google AI Studio | Midjourney | InVision