

Michelle Yi

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EDUCATION

University of Illinois Urbana-Champaign

B.S. Information Sciences – HCI & UX Pathway

Expected Graduation: May 2027

UIUC GPA: 4.0/4.0; Dean's List

Relevant Coursework: Design of Usable Information Interfaces, User Experience Design In Action, Introduction to Human-Computer Interaction, Research Design in the Information Sciences, Foundations of Programming

UX DESIGN & RESEARCH EXPERIENCE

Deep24 (YC W24)

May 2026 – Present

Product Design & Frontend Contractor

Remote

- Redesigned two mobile apps, Deep and Zonk, by auditing existing apps, testing live builds locally with Xcode and Docker, and identifying usability issues before creating end-to-end redesigns to improve usability and visual consistency.
- Explored multiple design concepts before refining and implementing a final design across every screen, interaction, and user flow.
- Created Deep's mascot and in-app accountability companion, Deepari, designing its visual system and integrating it throughout the product experience.
- Evaluated early-stage products through dogfooding sessions and user testing, delivering structured UX feedback to guide future iterations.

Costco Mobile App Redesign

Jan. 2026 – May 2026

UX Designer & Project Co-Lead

Design Innovation

- Co-led a 5-person redesign of the Costco mobile app, targeting 5 key usability failures: confusing information architecture, hidden features, visual inconsistency, excessive external pages, and cognitive overload, identified through usability testing.
- Conducted competitive analysis of 6 apps, 10 user interviews, usability testing, and a 28-response survey to identify pain points and shopping behaviors; synthesized findings into personas and user journeys.
- Designed 27 low- and high-fidelity interactive screens in Figma; revised the information architecture to reduce redundancies and simplify navigation across the experience.
- Performed a post-redesign design systems audit, identifying 10+ inconsistencies, including 5 non-standardized shades of blue, 3 grey variants, and misaligned font weights; built a unified design system standardizing typography, color tokens, and reusable components

Undergraduate Research Assistant

May 2025 – Present

School of Information Sciences, University of Illinois Urbana-Champaign

Remote

Supervisor: Bruno Nagel Tejada | Graduate Advisor: Dr. Michael Twidale

- Investigate how phishing reporting systems can be redesigned to enable proactive public participation against government impersonation scams, collaborating with a PhD student and an undergraduate student.
- Conduct literature review on phishing, social engineering, and reporting-system design; audit 24 U.S. and international government websites, evaluating scam-reporting journeys, usability, accessibility, and post-scam support resources.
- Design and deploy exploratory surveys via Qualtrics, targeting citizens and analysts to identify reporting obstacles, emotional barriers, and expectations for a human-centered reporting system.
- Develop storyboard-based scenarios illustrating scam reporting journeys; designed and launched a website to recruit participants for co-design.³

Habitat

Sep. 2024 – Dec. 2024

UX Designer

Champaign, IL

- Collaborated with a 6-person team to design a habit-tracking mobile app with 60+ screens, addressing motivation and consistency through personalization and behavioral-science-informed design.
- Conducted 12 user interviews, affinity mapping, and competitive analysis of 12 apps; translated insights into user personas, journey maps, and a feature-prioritized information architecture.
- Designed low- to high-fidelity prototypes in Figma, bringing features to life including habit stacking, streak tracking, social accountability, a Pomodoro-style focus timer, and custom illustrations.

LEADERSHIP EXPERIENCE

Design Innovation

Dec. 2025 – Present

Marketing Coordinator

Champaign, IL

- Lead promotional efforts for Design Innovation events and initiatives; design digital assets (posters, graphics, recap posts) aligned with organizational branding.
- Work with executive board to plan campaigns and maintain consistent visual identity across channels.

Design Academy Team Lead

Sep. 2025 – Dec. 2025

- Led weekly sessions teaching human-centered design, UX research, information architecture, wireframing, and prototyping to a team of 5 new designers with no prior UX experience; created and facilitated hands-on assignments to build practical UX skills.
- Directed the full UX design process for a Poshmark mobile app redesign, guiding the team through user research, competitive analysis, journey mapping, information architecture, wireframing, and hi-fi prototyping.
- Proactively established project timelines and team check-ins independently with minimal executive guidance, ensuring all project milestones and deliverables were completed on time.

Asian American Association

Aug. 2025 – Present

Cultural Outreach Officer

Champaign, IL

- Plan, organize, and execute large-scale cultural events reaching hundreds of campus community members, from ideation to day-of execution.
- Lead end-to-end event logistics, including budgeting, space reservations, media forms, and cross-organization coordination with APIDA RSOs.

WORK EXPERIENCE

Cocomero Frozen Yogurt Cafe

Oct. 2024 – Feb. 2026

Crew Member

Champaign, IL

- Assisted customers with orders and transactions while preparing drinks and restocking toppings to support efficient store operations during busy hours.

J&T Language Institute

Jun. 2024 – Sep. 2024

Teacher

Seoul, South Korea

- Taught English reading, writing, and speaking skills to children across varying proficiency and age levels; provided individualized feedback and fostered an engaging, inclusive classroom environment.

SKILLS

- **UX & Design:** UX Research/Design, Design Systems, Component Libraries, Wireframing, Prototyping, Information Architecture, Usability Testing, Interaction Design
- **Tools:** Figma, FigJam, Qualtrics, Framer, Microsoft Office, Git/GitHub, Xcode, Cursor, Claude Design, Claude Code