

# Yi Ming He

## Senior UX/UI Product Designer

Driving Scalable Design Systems,  
Accessibility, and Measurable Business Impact

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## SUMMARY

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Senior UX/UI Product Designer with 8+ years delivering high-impact, user-centered digital products for healthcare, e-commerce, and global consumer brands. Expert in scalable design systems, accessibility, and data-informed UX, achieving measurable wins such as **58% lift in retail click-throughs**, **50% faster design-to-dev workflows**, and **bounce rate reduction from 49% to 6%**. Proven leader in cross-functional collaboration, mentoring, and aligning product strategy with user needs.

## CAREER HIGHLIGHTS

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- Boosted product display page retail exit rate from **2.19% to 3.42%** and cut “Where to Buy” bounce rate from **49% to 6%** via accessibility & usability redesign (Kenvue).
- Increased traffic **+10.3% MoM**, driven by a **77% surge in paid search conversions** (Kenvue).
- Co-created **White Labeled Design System (WLDS)** for 40+ brands, improving speed to market by **50%** and ensuring global brand consistency.
- Led redesign of Tylenol product display page through A/B testing and analytics, increasing retail click-throughs by **58%**.
- Achieved **2.8% e-commerce conversion rate** (exceeding KPI targets) for IZOD & Van Heusen.

## SKILLS

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**Product Design & Prototyping:** Figma, Adobe CC, UI Kits, Wireframing, Interactive Prototypes

**UX Research & Insights:** UserZoom, Usability Testing, A/B Testing, Analytics, Journey Mapping

**Design Systems & Development:** Component Libraries, Design Tokens, HTML/CSS (basic), Dev Handoff

**Accessibility & Compliance:** WCAG Standards, Inclusive Design Patterns

**Collaboration & Leadership:** Agile/Scrum, Stakeholder Alignment, Mentorship, Cross-functional Workshops

**Emerging Tech:** AI Prompt Engineering (Vanderbilt Certified), Salesforce Marketing Cloud

## EXPERIENCE

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### Kenvue (formally Johnson & Johnson), *Senior UX/UI Product Designer*

**Jun 2022 - Present**

- Led end-to-end UX/UI for global brands including Tylenol, Zarbee’s, and OGX, delivering responsive, accessible experiences for web & mobile.
- Designed and validated product display page improvements through A/B testing & analytics, driving a 58% increase in retail click-throughs.
- Co-created the Kenvue White Labeled Design System (WLDS), reducing design-to-dev workflow time by 50% across 40+ brands.
- Partnered with engineers to deliver WCAG-compliant, scalable components with responsive and interactive states.
- Facilitated design sprints & cross-functional workshops to align business goals with user needs.
- Implemented accessibility and usability enhancements that:
  - Increased product display page e-retail exit rate from 2.19% to 3.42% (+56% conversion intent).
  - Reduced ‘Where to Buy’ bounce rate from 49.05% to 6.1% (-88%).
  - Drove +10.3% MoM traffic growth, fueled by a 77% surge in paid search conversions.

**Heal, *Senior Product Designer***

**Jan 2022 - Apr 2022**

- Designed internal dashboards & operational tools to streamline telehealth care coordination.
- Conducted user interviews, usability tests, and data synthesis to inform MVP feature prioritization.
- Created scalable visual patterns improving design language consistency across product teams.
- Delivered annotated prototypes & documentation to ensure smooth cross-team implementation.

**PVH, *Senior Digital Designer***

**Jan 2018 - Oct 2021**

- Led UX/UI design for seasonal e-commerce campaigns for IZOD & Van Heusen, achieving a 2.8% conversion rate, surpassing KPIs.
- Designed mobile-first flows & optimized checkout journeys, reducing bounce rates.
- Mentored junior designers through 1:1 coaching and critiques, building their design confidence, empowering them to take ownership, and helping map clear career growth paths.
- Partnered with e-commerce, brand, and content teams to ensure consistent storytelling across all digital touchpoints.

**EDUCATION & CERTIFICATIONS**

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**Vanderbilt University** — Certification in Prompt Engineering

**Cornell University (eCornell)** — Leadership Essentials

**New York University** — Certificate in Visual Communication & Graphic Design

**East Stroudsburg University of Pennsylvania** — BA in Art & Design, Cum Laude, Dean's List