

Edmund Yu [View portfolio at edmundyu.com](http://www.edmundyu.com)

A driven, passionate, and collaborative hands-on design leader with a history of delivering successful business outcomes by fostering innovation and advocating for users through human-centered design methodologies.

Principal UX Designer

Bittrex (Seattle, WA) / Jun 2018–Feb 2024

Bittrex is a crypto exchange. I led the efforts to attract a new segment of users which now contributes to 25% of all trading revenue. Improved the onboarding funnel and reduced the turnaround time it takes to reset 2FA from weeks to just hours. Delivered a platform that enabled projects like VeriBlock to raise \$7M in just 10 seconds. Expanded our fiat onramp offering to accept credit/debit cards, ACH, SEPA, and wire transfers. Implemented 3 separate design systems to streamline and accelerate the delivery process. Built a high-caliber design team, an effective design process, and compelling career paths for our designers. Other major projects include:

- **Trading terminal** - Spot trading with multiple layouts and advanced order types.
- **Margin trading** - Leveraged trading, collateral management, and liquidations.
- **Easy buying experience** - Simple mode, instant buy/sell, and crypto conversion.
- **Fiat onramps** - ACH, credit/debit cards, SEPA, and wire transfers.
- **Reward programs** - Staking and incentive credit programs.
- **Promotions** - Initial Exchange Offerings, trading contests, and trading fee tiers.
- **Tax reports** - Order history exports, and year-end 1099 forms.
- **User onboarding** - Conversion funnel improvement and KYC verification process.
- **Internal tooling** - Token and market management, RBAC security roles, financial reconciliation tools, airdrop distribution tools, compliance and auditing reports, customer profiles, policy manager, 2FA reset automation, IEO sale configurator.
- **Design systems** - Component libraries (for desktop and mobile devices), typography, color pallets, light/dark themes, lexicons, design principles, and design specification checkoff list.



Head of Product Design

Bloomz (Redmond, WA) / May 2013–Apr 2018

Bloomz is a teacher-parent communication app. I was responsible for all of the designs and frontend development for the web and the initial hybrid apps. Led initiatives to grow our userbase from 0 to 3.2M users in less than 3 years. Increased teacher conversion rate by 18.2% and reduced the time to invite parents by 34%. Reduced our most expensive customer acquisition channel from \$42.92 CPA to \$0.45 CPA. Created a product that users love with an NPS of 62 and DAU/MAU of 32%. Implemented monetization strategies for teachers, districts, activity centers, and parents. Other major projects include:

- **Classroom tools** - Behavior tracker, attendance tracker, student portfolios.
- **Communication** - Instant messaging, new feeds, notification center.
- **Collaboration** - Calendars, volunteer requests, conference scheduler.
- **Reporting** - User engagement dashboards, communication history report.
- **Year-end features** - Classroom archival, auto-generated yearbook videos.
- **Onboarding experience** - Demo class, interactive tutorials, roster imports.
- **Mobile experience** - iPhone, iPad, Android, responsive browser layout.

Contact Info

 [linkedin.com/in/edmundpyu](https://www.linkedin.com/in/edmundpyu)
 edmundpyu@gmail.com

Skill Summary

Product Design

- Interaction Design
- Rapid Prototyping
- Co-creation
- Visual Design
- User Research
- Usability Testing

Software & Languages

- Figma
- Balsamiq
- Proto.io
- Photoshop
- Illustrator
- HTML/CSS/jQuery

Leadership

- Coaching and mentoring
- Career path development
- Motivating teams
- Improving efficiency, impact, and influence

Education & Training

Luma Institute

- Practitioner of HCD

The Art Institute of Seattle

- Interactive Media Design
- Associates in Arts

University of Washington

- International Economics
- Bachelor of Arts

UX Design Lead

GlobalScholar acquired by Scantron (Bellevue, WA) / Feb 2008–Apr 2013

GlobalScholar provides a suite of web-based products for school districts and teachers. I led designs for a north star product for teachers to easily assess students' proficiency and create personalized learning paths for each student. Managed 7 UX designers and 3 frontend developers across 6 product lines. Other major projects include:

- **Collaboration tools** - Instant messaging, announcements, surveys, discussion forums, wiki pages, interactive whiteboards.
- **Content Management System** - Workflow engine, version control, content sharing, access and privileges, creation templates, resource library, content ingestion tools.
- **Learning Management System** - Ability to manage curriculum, standards, lesson plans, learning activities, IMS/SCORM packages, rubrics, individualized learning plans.
- **Assessments solution** - Assessment designer, item bank manager, item designer, online assessments, paper assessments, assessment scanner tools, student response systems, games, audio and video capturing tools.
- **User portals** - Customizable pages, navigation menu management, single sign-on, Sharepoint integration, impersonation, parent portals, guest experience, district/school public pages, application management.
- **Reporting** - Report library, report designer, customizable dashboards, ETL, schedulable data extraction tool.
- **Planners** - Calendars, classroom planbooks, task lists.
- **Accessibility** - 508 and WAI compliancy.

UX Designer

Microsoft (Redmond, WA) / Nov 2007–Feb 2008

Microsoft PubCenter help companies earn ad revenue by hosting advertisements on their website.

Major projects include:

- **Reporting dashboards**
- **Revenue payouts**
- **Ad banner designer**
- **Design systems**