

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

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.

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.

UX Designer

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

Microsoft PubCenter help companies earn ad revenue by hosting advertisements on their website. Designed the publisher dashboard, ad creation wizard, search ads, and payout experience.

Contact Info

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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