

Yujia Zhao

zhaoyujia930@gmail.com | [LinkedIn](#) | portfolio: [yujiazhao.com](#)

SUMMARY

Product designer with 15 years in data-dense enterprise software, simplifying data transformation and analysis to empower non-technical data analysts and business stakeholders. Has designed 0→1 product architecture, agentic onboarding, dashboards, usage & billing, and account management experiences. Known for turning user empathy into actionable insight, distilling clarity from ambiguity, systems thinking, design craft & fast iteration, and cross-functional collaboration.

Core strengths: Qualitative + quantitative UX research · Cross-functional collaboration · Problem framing · Onboarding · Information architecture & system modeling · Dashboards & data visualization · User journey mapping · UX audits · Prototyping · Agentic experience design

PROFESSIONAL EXPERIENCE

Product Design Manager, Platform, AI Trust, Onboarding & Engagement

Alteryx | July 2025 – Present

- Defined the AI-guided onboarding strategy for Alteryx One: established the conceptual model for how AI guides new users, set the interaction framework, and drove design execution on a foundational product AI experience.
- Defined the UX architecture and navigational framework for Alteryx One from zero to one, reframing a fragmented multi-product experience into a single unified system model — grounded in how enterprise users actually work with data connections and files rather than in how the products were originally built.
- Lead design for the platform's foundational layer — global search, notifications, and job execution — horizontal, reusable systems that span every product surface. Defined the content model and interaction patterns adopted consistently across product teams, cutting redundant work and keeping the experience coherent as teams ship in parallel.
- Produce system maps, journey frameworks, and jobs-to-be-done artifacts that turn organizational ambiguity into structured product thinking — the shared reference executives and cross-functional partners use to align and make confident calls on hard problems.
- Developed AI skills, custom agents, and internal tools & templates to aid clear design thinking and problem framing for designers.

Product Design Team Lead, Growth, Trials, Admin Experience, and Integrations

Alteryx | May 2022 – July 2025

- Led UX strategy for capability gating and upselling through a company-wide enterprise pricing transformation — defining entitlement requirements and interaction patterns independently under tight constraints, and producing a model simple and general enough to roll out with zero implementation or support issues.
- Improved trial-to-paid conversion from under 0.1% to over 2% through customer research, a strategic redesign of self-serve onboarding, contextual guidance, and A/B testing — connecting design decisions directly to measurable revenue impact.
- Led Command Center from zero to one: a strategic initiative giving enterprise data leaders operational visibility and knowledge discovery across their data estate. Drove cross-departmental workshops, persona

development, use case synthesis, KPI framework definition, and data visualization concept, partnering with PM, Data Science, and UX contractors. The vision prototype presented at Inspire Sneaks established the product foundation for future development.

- Directed design for the Alteryx developer portal and Marketplace — the surfaces where developers and partners discover, publish, and manage extensions — bringing structure and consistency to dense workflows for a highly technical audience.
- Defined the end-to-end trial UX vision from zero to one, spanning desktop and cloud from prospect acquisition through activation and account upgrade — influencing the multi-year product roadmap and aligning stakeholders on a complex, multi-system journey.
- Designed the end-to-end integration between Alteryx and Google Looker Studio, navigating system constraints, distinct mental models, and multi-system data flows to deliver one coherent experience across the full interaction surface.

Senior Product Designer, Acquisition, Adoption, and Billing

Trifacta | October 2020 – May 2022

- At Trifacta (a growth-stage startup, later acquired by Alteryx), led the self-serve purchasing and usage-based billing redesign for an enterprise analytics platform — designing flows spanning entitlements, payment processing, and usage reporting, where accuracy and transparency are the product. Independently bridged requirement gaps under PM staffing constraints while holding velocity.
- Led end-to-end design of flow templates across the marketing site and in-product experience, improving new user adoption.
- Facilitated cross-functional alignment through structured workshops and UX artifacts that got technical and business stakeholders to a shared model of a complex system.

Senior Product Design Consultant

ZENxd | June 2014 – October 2020

Led design strategy and execution for clients across payroll SaaS, scientific equipment sales, consumer printing services, travel, and more — repeatedly entering unfamiliar, regulated, or operationally dense domains and shipping.

Senior Product Designer

Ooyala | March 2012 – June 2014

Led and executed a wide range of projects for a video content management and analytics platform.

Experience Designer

Adobe | August 2010 – March 2012

Led the design of Adobe AudienceResearch from zero to one. Improved the user experience of Adobe Survey, praised by key customers as “a massive step forward.”

EDUCATION

Master's Degree in Human Computer Interaction Design

Indiana University - Bloomington | 2008 – 2010

Bachelor's Degree in Telecommunication Engineering

Beijing University of Posts and Telecommunications | 2004 – 2008