

YUSONG SHI

Design Engineer | UI Engineer

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Design Engineer with 5+ years of experience owning the full arc from UX concept to shipped code. Sole designer and developer of enterprise-scale component libraries, including USAC's Indigo Design System (Vue.js v3). Bridges design and frontend engineering, fluent in Figma, React, and accessibility standards. Proven track record building coded demos, leading developer enablement sessions, and driving design system adoption across cross-functional teams. Freelance experience includes full-stack builds (GatsbyJS, Tailwind, Shopify) and commercial photography for brand and interior clients.

PROFESSIONAL EXPERIENCE

Universal Service Administrative Company (USAC)

Oct 2023 – Present

UX Designer II — Design Systems & Frontend Lead | Washington, DC

- Designed and shipped 15+ production components in Indigo (Vue.js v3) — owning every step from Figma spec through coded implementation, interactive demo, and UAT sign-off. Components include Accordions, App Header/Footer, Buttons, Forms, Date Picker, Side Navigation, Pagination, Loaders, Tags, Breadcrumbs, Fieldsets, File Uploads, Longform Text, Pageshell, and Progress Bars.
- Designed and built the Indigo Grid System — the 12-column fluid layout foundation adopted as the standard across all USAC digital products.
- Sole designer and developer of Indigo's entire icon library, wrote a Medium article about it that ended up in the company employee spotlight.
- Defined the Indigo accent color system and spacing scale, the design token foundation that ensures visual consistency across all USAC products and teams.
- Became the team's de facto frontend resource — ran coding sessions, resolved CSS and implementation blockers, and built quick reference demos that reduced developer Q&A overhead significantly.
- Self-built a Figma code connector to validate design token accuracy against live Vue.js output — a self-initiated tool to catch spec drift before it reached production.
- Redesigned and rebuilt USAC's newsletter system now reaching 100k+ subscribers monthly, adopted across Lifeline, IT, HR, Tribal Nation, and all internal departments. Solely coded the Lifeline system-generated email template currently running in production.
- Built the internal source gallery tool and coded the HTML email foundation now used by the Shared Services team as the company-wide reference standard for all future email communications.

Popchew

Oct 2022 – Sep 2023

Senior Product Designer | New York, NY

- Built the Popchew design system in Figma, standardizing UI components across the product and cutting design iterations by 25%.
- Redesigned the purchase flow based on user research and behavioral data — led sprints that shortened launch timelines by 20% and accelerated iteration cycles.
- Prototyped recommendation features in TypeScript, speeding up user testing cycles by 15%.
- Partnered with Doritos on the "Doritos After Dark" campaign — reached 1.5M+ users nationwide through analytics-driven design decisions.

Lushful Aesthetics

Apr 2022 – Dec 2024

Lead Design Engineer (Freelance) | Remote

- Led design and full-stack frontend development for a fast-growing NYC medspa over 2+ years — built and shipped 10+ production pages using GatsbyJS, React, and TailwindCSS, achieving Lighthouse scores of 95+
- Rebuilt the Shopify storefront from scratch, increasing conversion rates by 140% and driving a 42% rise in website traffic within 3 months of launch
- Grew the site to 100k+ monthly users and 20k+ email subscribers by end of engagement
- Sole developer of the blog platform and Shopify integration — handled everything from architecture to deployment across the full 2+ year engagement

Brief

Feb 2023 – May 2023

Product Designer (Contract) | Remote

- Revamped Payment and Project Pitch workflows, reducing customer drop-off rates by 17%. Collaborated with engineers to implement React-based prototypes.

Rejuvenating Space Rentals

Aug 2019 – Dec 2021

Designer | San Diego, CA

- Oversaw the rebranding of the company's website, packaging, and social media, aligning the revamped design with the company's overarching vision. This led to sales growth of 140% in 2 years.
- Collaborated with product managers and stakeholders and directly coded the website using HTML, CSS, and JavaScript, ensuring precise realization of design visions.

FREELANCE — DESIGN, DEVELOPMENT & PHOTOGRAPHY

Independent

2020 – Present

Design Engineer & Photographer | Richmond, VA

- Rebranded Abode Interior Design end-to-end as a solo engagement — led brand strategy, website design and development, commercial photography, and video production from concept to launch.
- Designed, built, and deployed websites for small businesses across retail, trades, and service industries — sole point of contact from discovery through handoff on every project.
- Offer an end-to-end service few freelancers can match: brand strategy, design, full-stack development, and commercial photography under one roof — clients get a complete digital presence without managing multiple vendors.
- Commercial photography practice across interior/architectural, wedding, and engagement — 6+ years, referral-driven client base spanning NYC, Washington DC, and Richmond, VA.

SKILLS

Frontend: React, Vue.js (v3), JavaScript, GatsbyJS, Next.js, HTML/CSS, TailwindCSS, Contentful, Vercel, NPM

Design Systems: Design tokens, component libraries, Figma, design-to-code workflows, WCAG accessibility standards

Design & UX: User research, prototyping, A/B testing, data visualization, Adobe Creative Suite

Photography: Interior/architectural, wedding, engagement photography, video, post-production

Agile: SAFe® Framework, Jira, Linear, Scrum, cross-functional team leadership

PUBLICATIONS & RECOGNITION

- Medium: "Breathing New Life Into Our Design System" — documented the end-to-end redesign of USAC's Indigo Design System, covering scalability, accessibility, and cross-functional collaboration.
- USAC Employee Spotlight — recognized for advancing team knowledge-sharing and design system excellence.

CERTIFICATIONS & EDUCATION

- SAFe® Product Owner/Product Manager (POPM) — Scaled Agile, Inc. | Mar 2025
- Software Engineer Immersive Bootcamp — General Assembly | 2022
- BA in Communication & Media Studies (90+ credits) — University at Buffalo (SUNY) | 2012–2015