

YiJie Shen

Senior Product Designer, Fintech & Web3 Products

[LinkedIn](#) | [Portfolio](#) | yichieh.shen@network.rca.ac.uk

SUMMARY

Senior Product Designer with 6+ years across fintech, Web3, and trading products. I design dense financial workflows that stay readable, from Binance Convert at global scale to onchain derivatives at Typus Finance. I build design systems engineers ship from, prototype in code, and run an AI-assisted workflow across design review, design-token updates, and documentation.

WORK EXPERIENCE

Typus Finance - *Product Designer*

Remote | Feb 2025 - Mar 2026

Sole product designer for a real-yield derivatives protocol on Sui, owning eight product surfaces across trading, liquidity, vaults, account management, and games.

- Designed perps down to every onchain transaction state, making irreversible capital risk (liquidation, funding, profit locks) visible before commitment rather than buried in documentation.
- Built Design System v3 with 176 variables across six collections, using primitive and semantic layers to systemize a full rebrand across light and dark modes.
- During my tenure, protocol TVL rose from \$17.1M to a \$25.6M peak, while cumulative options notional volume surpassed \$500M.
- Partnered with the founder, PM, and engineering to shape product strategy and ship production-ready features.

Independent Practice - *Artist, Designer & Developer*

Taipei, Taiwan | Aug 2023 - Jan 2025

Ran an independent painting studio, developed work for a solo exhibition and a group exhibition, and built self-initiated digital products including Horizon and QSign.

Binance - *UI/UX Designer*

Remote | Jun 2021 - Jul 2023

- **Binance Convert:** Redesigned key Binance Convert flows across quoting, transaction history, market data, and wallet switching.
- **Binance Authenticator:** Designed 2FA flows for account setup, login approvals, and multi-account security workflows.
- Designed key site surfaces (Blog, About, Coin Price) and contributed to Rewards Hub growth funnels through iteration and A/B testing.

Framed - *Interaction Designer*

Taipei, Taiwan | Mar 2019 - May 2021

- First and only designer for a connected display that streams digital art onto your wall. Made a device, a social feed, and a store read as one product, owning app UI and brand end to end.
- Used lean MVP testing to refine sharing, device management, and art discovery.

Bitmark - *UI/UX Designer*

Taipei, Taiwan | Mar 2018 - Mar 2019

Designed digital-property tools and the Bitmark Health app on an independent blockchain, turning issuance, transfer, recovery, and consent into everyday actions, including data-donation flows for UC Berkeley public-health studies.

SIDE PROJECTS

Horizon - *Designer & Developer*

horizon.now

Real-time weather visualization with procedural sky rendering, location selection, and fullscreen viewing. Designed and built solo in JavaScript.

QSign - *Designer & Developer*

qsign.cc

Browser-based PDF signing tool built on PDF.js, with drag-and-drop signature placement and a focused document workflow.

EDUCATION

Royal College of Art *M.A. in Painting*

London, UK | 2015 - 2017

Exhibited in London, Venice, and Berlin.

Tunghai University *B.A. Fine Art*

Taichung, Taiwan | 2008 - 2012

SKILLS

Design: Product strategy, Interaction Design, Prototyping, Design Systems, Information Architecture, User Research, Usability Testing

Domains: Trading UX, DeFi, Onchain Flows, Transaction States, Wallet Interactions, Security UX, Financial Data Products

Tools: Figma, Framer, Principle, Adobe Creative Suite, Cinema 4D, Blender

AI workflow: LLM-assisted design system review, bulk design-token updates, generated design documentation for engineering

Code: HTML/CSS, JavaScript (working knowledge), AI-assisted prototyping

Languages: Chinese (Native), English (Professional), Japanese (Conversational)