

Yenny Rong

AI Product Designer with a background in UX research, UI design, and digital product development. I bring a multicultural perspective that helps me approach problems from different angles and design for diverse users.

CONTACT

www.yenny.design
www.linkedin.com/in/yennyrong/
rong.yenny@gmail.com
+34 691878458 / +506 85845930



EDUCATION

Master's degree in User Experience and Digital Service Design *Barcelona, Spain • 2022-2023*
Elisava Barcelona School of Design and Engineering

Bachelor's Degree in Business Administration *Shenzhen, China • 2018-2022*
Shenzhen University

HONORS

ADG LAUS Award 2024 Silver in category of students for graduation projects 'RE·DO'
Nomination of ELISAVA Masters Awards 2023

EXPERIENCE

Product Designer

BAC Latam

San José, Costa Rica / October 2025 - Present

- Led AI-driven product design across KASH, combining UX research, UI design, and design systems with Cursor and Claude to accelerate ideation, prototyping, and testing.
- Conducted AI-assisted UX research to identify user needs, conduct 1 on 1 interviews, validate concepts, and translate insights into scalable product experiences.

UX/UI Designer

Weecover

Barcelona, Spain / February 2025 - June 2025

- Led UX/UI strategy for the company's CORE InsurTech SaaS platform, creating a scalable design system and ensuring end-to-end design consistency.
- Translated complex insurance workflows into intuitive, user-centered interfaces through close collaboration with product and tech teams.

UX/UI Designer

REVOLVE

Barcelona, Spain / June 2023 - January 2025

- Led web design and development for EU-funded projects in the sustainability sector such as GOV4ALL, CURIOSOIL, NBSOIL, AMWAJ-Alliance and RESIST.
- Conduct user research, develop information architecture, and execute all UI design and development tasks.
- Collaborate with marketing team and different project managers to enhance website SEO and for website development.

UX Copywriter

Florasis

Shanghai, China / September 2021 - September 2022

- Collaborated closely with UX designers and researchers to align written content with user needs, ensuring consistency in brand voice and messaging on website.
- Created creative copywriting across all social media platforms and marketing campaigns in English.

LANGUAGES

Spanish
Ensglish
Mandarin
Cantonese
Catalan

TOOLS

Cursor AI
Claude
Figma Design
Figma Make
Adobe Creative Suite
Framer
HTML, CSS, Javascript
Medallia

INDUSTRY KNOWLEDGE

Methodology Agile
Scrum
Design System
User Research
User Interface
Prototyping
Web Development
Motion Design
Branding
Art Direction
Vibe Coding

OTHER SKILLS

Copywriting