Esther Yang

Product Design · Systems · AI Product Strategy · B2B2C Fintech & PropTech

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Product designer with **12 years of experience** shaping complex B2B2C platforms at enterprise scale, serving **400K+ agents, 180K+ loan officers,** and **14.6K+ consumers**. I focus on problems that sit beyond the interface: bringing fragmented products into coherent systems, navigating organizational and regulatory complexity, and shaping emerging AI capabilities into useful products.

EXPERIENCE

Highway.ai

Senior Product Designer — Oct 2022 - Present

- Directed design strategy and execution across a portfolio of **25+** mortgage and real estate tools, achieving up to a **37%** reduction in drop-off rates.
- Re-architected a **multi-agent AI design system**, adding orchestration for intelligent skill routing and deterministic preanalysis that reduced token consumption by up to **92%**; replaced a token-compliance linter with a multi-framework design quality reviewer evaluating UX heuristics, design principles, dark patterns, and conversion drop-off patterns.
- Shaped **AI product strategy** across the portfolio, distinguishing AI from automation and search and influencing how AI opportunities were prioritized and brought into the roadmap.
- Led design system standardization and product integration following a **post-acquisition merger**, resolving competing conventions into a single source of truth.
- Implemented analytics instrumentation that increased user engagement by **28%** within six months.

ListReports

Senior Product Designer — Aug 2021 - Oct 2022
Product Designer — Mar 2019 - Aug 2021
Founding/Lead Designer — Oct 2014 - Mar 2019

- Founded and established the design function from scratch, evolving from sole designer to de facto design lead while owning system-level decisions across product, brand, and information architecture. Built the foundation for a product suite that supported a **successful acquisition** in 2022.
- Led end-to-end design of AI-driven products for a network platform serving **550K+** mortgage and real estate professionals, including a referral engine and AI-powered marketing automation tool that achieved an **NPS of 81.**
- Named inventor on **multiple patents** for scalable graphical user interfaces in real estate.

itibit

Business Development Associate → Lead Designer — 2013-2014

Started in business development, where I learned to identify growth opportunities; moved into design when I saw that solving them required changing the product itself.

CORE

Product design & strategy · Systems & design architecture · AI product strategy · Design systems & token architecture · Data-informed design · B2B2C platform design · Design ops & governance

TECH STACK

Figma · Claude Code · Jira · Confluence · Airtable · Braze · Mandrill · Mixpanel

EDUCATION

University of California, Riverside, Bachelor of Arts, English