

Yirang Choe

Product Designer with 7+ years of experience building complex B2B software and AI-native products. Experienced in simplifying technical workflows, designing agentic experiences and design systems.

Work Experience

Circuitly — Staff Product Designer (Founding Designer)

Mar 2024 — Aug 2026 | San Francisco, CA

- Owned 0→1 product design for Circuitly's AI-native EDA platform from product definition through GA, partnering with leadership, engineering, and commercial teams to shape core workflows.
- Designed and launched agentic circuit board review and editing experiences that simplified technical workflows, with 70% of active users adopting the feature within the first month.
- Created an AI-assisted version control experience for electronics design files, automating branching, change tracking, and conflict resolution to reduce the time required to review and commit each PCB file from 2–3 hours to ~30 minutes.

Autodesk — Senior Product Designer

Nov 2020 — Feb 2024 | San Francisco, CA

- Led the end-to-end redesign of Fusion 360's ECAD panel management experience, addressing 6 major customer pain points.
- Led user research and interaction design to extend Fusion 360 workflows from desktop to web, mobile, and tablet, defining touch-first interaction patterns for new form factors.
- Defined core UX patterns for the Fusion 360 design system, creating reusable patterns for toolbars, toggles, and panels and aligning 20+ product designers globally around consistent product experiences.

Amtrak — UX/UI Designer

Oct 2019 — Nov 2020 | Washington, D.C.

- Redesigned Amtrak's e-voucher redemption and checkout experience, simplifying a high-friction booking journey for travelers.
- Redesigned the end-to-end multi-ride pass purchase and management experience, making it easier for frequent travelers to purchase, manage, and use passes.

CBRE Build (CBRE) — Product Design Intern

Jun 2019 — Aug 2019 | New York, NY

- Designed a travel-time analysis feature for Site IQ, translating complex geospatial data into an intuitive site-comparison experience for real estate brokers.

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Education

University of Maryland

M.S. Human-Computer Interaction

August 2018 - May 2020

General Assembly

UX Design Fundamentals

June 2017 - August 2017

Pratt Institute

B.F.A. Painting

August 2013 - May 2017

Expertise

Design

B2B SaaS · AI interaction design · Agentic workflows · Visual design · Product strategy · Design systems · Information architecture · Rapid prototyping

Research

User interviews · Usability testing · Survey · A/B testing · Competitive analysis

Tools

AI Prototyping

Claude · Claude Design · Figma Make · Cursor · ChatGPT

Primary

Figma · Miro · Mixpanel · Notion · Adobe Creative Suite · Jira · Linear · Confluence · Qualtrics