



YONIUS

Yonius Saritoh
Irvine, CA
www.yonius.com

EXPERIENCE

Upwork — Ads & Monetization Lead JUN 2024 - PRESENT

Dual-marketplace expertise: Design attention products optimizing freelancer-client matching across 180+ countries. Lead ads & monetization strategy balancing visibility with trust, driving platform's primary revenue streams with AI-driven methods.

ebay — Sr. Staff Product Designer FEB 2023 - JAN 2024

0→1 live commerce: Led design of seller console generating \$2.5M GMV. Facilitated AI-driven discovery ideations, mentored 3 designers, and championed economic opportunities in community-commerce intersections.

Twitter — Staff Product Designer MAR 2022 - JAN 2023

Discovery at scale: Guided Explore page strategy for 400M+ users. Launched multiple experiments gaining engagement, created new personalization paths, and defined data collection methods for stronger user relationships.

Amazon — Sr. UX Designer JAN 2020 - MAR 2022

Emerging platforms: Led FireTV experiences across car manufacturers (Stellantis, BMW). Pioneered voice education initiatives and influenced design across multiple Amazon organizations through research-driven roadshows.

Adobe — Sr. Experience Designer MAR 2019 - JAN 2020

Multi-platform collaboration: Managed Document Cloud features across desktop, web, iOS, Android spanning Creative and Document Cloud ecosystems. Crafted 3-year strategy and led cross-organizational workshops.

ebay — Lead Product Designer JAN 2016 - MAR 2019

Marketplace transformation: Oversaw end-to-end shopping experience transitioning from listings to product-based architecture. **Partners Programs:** Built search framework accommodating shipping/loyalty integrations. **Browse & Discovery:** Created 2-year engagement strategy. **Product Reviews:** Launched trust-building features with structured data analysis.

Various Design Positions 2006 - 2015

Progressive design roles building expertise in user-centered design, visual design, and strategic planning across agency and in-house environments.

EDUCATION

Executive Leadership Certificate
Stanford Graduate School of Business, LGBTQ+ Exec Program

M.S.
Golden Gate University, San Francisco
Integrated Marketing Communications

B.S.
The Art Institute of California
Graphic Design

B.A.
California State University, Fullerton
Business Administration

SKILLS

Figma, Make, Vercel, Adobe Creative Suite, ChatGPT, Miro, Webflow, Keynote, Marvel, Constant Contact, Principle

LANGUAGES

Bahasa Indonesia (native), Mandarin (conversational)