

Multidisciplinary product design leader with 10+ years in B2B SaaS and B2C consumer products across platforms. Strong focus on shaping 0-to-1 product strategy, leading user research and org-wide collaboration, while driving measurable impact in complex systems. Passionate about AI, prototyping, solving challenges through deep user insights, and data-informed decisions. Thrive in fast-paced, ambiguous environments.

EXPERIENCE

Lead Product Designer Nightfall.ai 09/2025 - current, SF Bay Area	<ul style="list-style-type: none">Launched multiple key differentiator features, from AI co-pilot, risk monitoring, to investigation as the sole designer; improved the AI co-pilot initial adoption by 65% in the first quarter, while resulting in a significant lift in the enterprise trials-to-sales pipelines and product market fit.Drove GenAI adoption like Claude Code to improve the velocity and quality of design process.Led user research and significantly improved the data-informed decision-making and speed to insights.
Senior Product Designer Adjust 05/2023 - 10/2024, Berlin	<ul style="list-style-type: none">Led design for iOS Advertising, Privacy, Audiences, and Recommend - the next-generation AI/ML-driven analytics product suite, while mentoring other product designers.Owned the entire design for a 0-to-1 AI prediction product from discovery, workshops, service design, to vision and MVP delivery, generating \$20K ARR with selected customers pre-launch.Partnered directly with C-level executives to shape AI product vision.Led UX collaboration with cross-functional partners from customer success to data science, expanding design system, elevating UX maturity and business impact.
Senior Product Design Lead Wayfair 06/2022 - 12/2022, Berlin	<ul style="list-style-type: none">Led design for supplier domain data services, developing next-generation Wayfair Partner Home platform for global SMB and enterprise suppliers.Owned end-to-end design from discovery, service design, to deliverables to create scalable admin-facing systems crucial to operational efficiency.Collaborated with cross-functional leads on critical customer support projects, resulting in \$63M annual savings and significant NPS lift in 2023.Mentored designers across the enterprise and consumer organizations.
Senior Product Designer sennder 10/2020 - 04/2022, Berlin	<ul style="list-style-type: none">As the 1st in-house design hire, led the design and evolution of the B2B carrier platform from private beta across web and mobile apps for the European logistics unicorn; defined product strategy with cross-functional leads; boosted core metrics, including shortening a payment conversion funnel duration by 95%.Built user research and research operations from the ground up, uncovering insights that shaped the roadmap while driving a data-informed culture.Led a small team of designers and engineers to design, prioritize, and implement a new customer-facing design system, completing its MVP 1 month ahead of schedule.Hired, onboarded, and mentored product designers and the company's first user researcher, restructuring UX team rituals to foster collaboration and continuous improvement.Collaborated closely with cross-functional leads in product, operations, data, and engineering.
Product Designer Clincase 07/2019 - 09/2020, Berlin	<ul style="list-style-type: none">2nd design hire and re-designed a B2B clinical trial platform to improve data quality, efficiency, and compliance.Conducted the first company-wide user research to inform redesign decisions, product vision, and roadmap.Established a design system coherent with a new brand, defining implementation strategy and documentation.
Product Designer Visbit 07/2018 - 05/2019, SF Bay Area	<ul style="list-style-type: none">Solo designer for a B2B VR content distribution IoT platform across web, tablets, and virtual reality headsets.Created a new iOS app on tablets, expanded product offerings, and collaborated with the C-suite.Maintained and evolved a multi-platform design system; managed a design intern.
Product Designer Plexchat 06/2016 - 06/2018, SF Bay Area	<ul style="list-style-type: none">2nd design hire for a mobile B2C gaming messaging app and a web-based B2B game developer SaaS tool.Led design for core features from private beta to public launch.Contributed to product decisions through user research and product analytics.Created and evolved a cross-platform design system and designed marketing websites.Collaborated closely with product, operations, analysts, and engineers.Managed partnerships with external creative agencies.
UX/UI Designer Got It AI, Metaio 11/2014 - 05/2016, SF Bay Area	<ul style="list-style-type: none">Early career focusing on consumer B2C experiences across platforms in small early-stage startups.Designed core features for a two-sided B2C tutoring app connecting tutors and students live on mobile and web with an agile team of product, engineering, operations, and data; focused on conversational UI at Got It AI.Evaluated and iterated design continuously through product metric analyticsConducted qualitative and quantitative user research, including competitive analysis, surveys, interviews, and usability testing.Designed augmented reality apps for iOS and Android, serving Fortune 500 clients at Metaio.

SKILLS

Claude Code, Cursor, Figma, Adobe, HTML/CSS, JavaScript

EDUCATION

Master of Architecture

Bachelor of Architecture

University of Oregon, USA

Wuhan University of Technology, China