



AI Native
Senior Product Designer
Shipping 0→1 Products That Scale

Ex-IDEO, VMLYR for Ford, AKQA

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FROM NEEDS TO IMPACT.

Hands-on strategic designer who operates at both ends: defining what to build through user insight and product strategy, then designing and shipping it with interaction and visual craft that defines value, not just polish. 15+ years shipping products from 0→1 that drive measurable impact: reduced analysis time 95%+ through AI product design | scaled design team 325% (4→13) | shipped 6 digital experiences reaching 1M+ users. IDEO-trained in human-centred design with deep expertise in AI product design, cross-cultural design, and designing for complex data-heavy systems. Currently building MirrorMirror (AI wellness companion) and consolidating AI design principles.

What I Bring

Strategic + Hands-on Excellence: Design strategy and vision combined with high-craft execution – comfortable leading Ford's global EV program (13 designers) or solo-designing Kix AI integration and Canvas from scratch • **Designed AI-powered products achieving 95%+ efficiency gains** – AI-native approach to both product design and workflow • **Research-Led Design:** IDEO methodology from discovery to launch – lead entire product lifecycle with qualitative and quantitative approaches • **0→1 + Scale Experience:** Built products from blank canvas (Kix, Ford EV, MirrorMirror) and scaled them to production – comfortable with ambiguity and rapid iteration • **Metrics-Driven Design:** Track and optimize for business outcomes (95%+ time reduction, 40% faster onboarding, 325% team growth) • **Cross-Cultural Design:** Shipped products across APAC, EU, NA markets – understand local behaviors while maintaining global coherence • **Visual Craft + Interaction Design:** Agency-trained visual design excellence (AKQA, VMLYR) combined with interaction design that translates complex capabilities into intuitive experiences

Currently seeking senior design roles at innovative companies building meaningful products that create measurable impact at scale.

Professional Experience

INDEPENDENT | Product Design Lead

Feb 2025 - Present | London

Hands-on product design leadership while pursuing Senior/Principal Product Designer opportunities.

IDEO Southeast Asia innovation project • University curriculum design for design thinking education • MirrorMirror (AI wellness companion exploring human-centered design in health tech).

PROPELLERFISH | Senior Product Designer (Sole Designer)

Feb 2023 - Jan 2025 | London

Sole product designer for Kix, an AI-powered qualitative research SaaS platform serving research teams globally.

KEY IMPACT:

- **Reduced transcript analysis time 95%+** – AI synthesis processes 1.5-hour interview transcripts in <1 minute vs. 30+ minutes manually, enabling researchers to analyze 10x more interviews in the same time
- **Designed unique Canvas interaction** – Enabled intuitive insight generation through AI chat integration, spatial merging of insights, and real-time collaboration with user's research data, transforming abstract synthesis into tangible manipulation
- **Shipped 3 major product versions** (V2 foundation enhancement, V3 AI-enhanced, V4 mobile) in 24 months
- **Designed 0→1 mobile app** from concept through launch, enabling in-field qualitative research at scale

- **Built scalable design system** enabling faster feature development and consistent product evolution
- **Drove product vision in collaboration** with founders, engineering, and researchers to balance user needs, technical feasibility, and business goals

EPAM CONTINUUM | Senior Innovation Consultant

Feb 2020 - Oct 2021 | Shanghai, China

Led multi-disciplinary design teams delivering strategy and concept-to-launch design for global clients. Won EPAM Global Impact Award for strengthening client relationships and securing new business. Led product strategy and design for: Ford HMI features (China market), Mercedes EV luxury experience, Cult Wines investment platform, Ucar car rental service. Mentored designers and managed cross-functional project delivery across design, strategy, and engineering.

VMLY&R (for FORD) | Experience Design Director | Design Lead

Aug 2018 - Jan 2020 | Shanghai, China

Led product design for Ford's first battery electric vehicle experience in China, coordinating across North America, Europe, and Asia teams to define and ship the digital EV ecosystem.

KEY IMPACT:

- **Shipped 6 EV product experiences reaching 1M+ Chinese EV buyers:** FordPass app (home/public charging), Ford.com.cn EV education hub, WeChat EV loyalty program
- **Scaled design team 325% (4 → 13 designers)** while improving delivery quality and team culture
- **Reduced onboarding time 40%** through optimized home charging setup flows
- Established Ford China's first embedded design war room driving creative collaboration across product, engineering, and business stakeholders

Key Contributions: Designed end-to-end home charging experience (education, installation guidance, scheduling, daily management) • Led public charging UX (location search, plug-in flow, payment integration, real-time status) • Created mobile-first EV education content reducing first-time buyer anxiety • Prototyped and tested future features for next-generation product roadmap • Managed cross-regional design alignment and delivery across NA, EU, and China product teams

IDEO SHANGHAI | Interaction Designer

Nov 2014 - Jul 2018 | Shanghai, China

Human centred product innovation design across APAC on lean, cross-functional teams, delivering from research and insights to concept development and prototyping.

Key Projects: Hong Kong Telecom 3-phase digital transformation strategy defining mobile and desktop product experiences • Fisher-Price smart baby monitor product development for China market • Kimberly-Clark next-generation product innovation and strategic design.

Earlier Experience (2008-2014)

Art Director | AKQA Shanghai (2012-2014) • OgilvyOne Shanghai (2011-2012) **Web Designer** | TBWA\TEQUILA Hong Kong (2010-2011) **Multimedia Designer** | Atomic Sushi Hong Kong (2008-2010) Clients included: Nike, Maybelline, British Council, BP, Microsoft, Dove, Standard Chartered Bank, Shanghai Tang, John Hardy

Skills

Product Design & Strategy: Product strategy & vision • 0→1 product development • End-to-end UX/UI design • Design systems • Information architecture • User research & testing • Metrics-driven design • Rapid prototyping

AI & Technology: AI product design • AI-native workflow (Claude, ChatGPT for prototyping) • Figma • Sketch • Adobe Creative Suite • Front-end fundamentals (HTML/CSS)

Leadership & Collaboration: Cross-functional leadership • Team building & scaling • Design mentorship • Stakeholder management • Workshop facilitation • Agile/Sprint processes • Design operations • Roadmap planning

Domain Expertise: AI/ML products • Research & insights platforms • Mobility & automotive • Telco • FinTech

Education

Bachelor of Arts, Graphic Design | University of Sunderland | 2009-2011 (Part-time)

Higher Diploma, Multimedia Design & Technology | Hong Kong Polytechnic University | 2005-2007

Recognition & Speaking

2020 | EPAM Global Impact Award – Client relationship development and business growth

"Thank you for playing an instrumental role in our client relationship development and your contribution to different projects' success, winning new opportunities and growing our accounts. Your proactivity, great attitude, and dedication are invaluable." – EPAM CEO

2015 | Art Directors Club Young Gun Award Nomination – International recognition for emerging creative talent under 30

Speaking Engagements: Panelist, Propellerfish "Identity: In Virtual Spaces" (2023) • Keynote Speaker, Instart Design Education "Designing Your Design Career" (2020) • Keynote Speaker, WireDraft Meetup "Designing the Design" (2018) • Guest Speaker, Donghua University Design Career Talk (2018)

Publication: "Remote Learning: Best Practices Today for a Better Educational Future" (2021, EPAM Continuum)

Additional Information

Languages: English (Fluent), Mandarin Chinese (Native), Cantonese (Native) | Location: London, UK (hybrid/remote open) | Availability: Immediate | Work Authorization: Right to work in UK

I'm seeking a Senior or Principal Product Designer role at a mission-driven company building products that improve people's lives. Let's talk about how I can help your team ship impactful products from 0→1 and beyond.

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