

Ying Liu

Senior Product Designer

B2B & Enterprise · AI Products · Cross-Platform

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EXPERIENCE

Socrates Games Studio | Founding Product Designer

May 2024 - Present

- Partner with the founder to design **0-to-1** AI-powered consumer products across mobile and web
- Designed and launched an interactive detective game with **100K+** downloads on Google Play
- Designed an AI storytelling experience with generative video, branching narratives, and conversational AI

Visla AI | Senior Product Designer

Mar 2023 - May 2024

- Led product design for Visla 3.0, an AI-powered video creation and editing platform serving **1M+** users
- Led the product evolution from individual creators to B2B team collaboration and workspace experiences
- Designed end-to-end AI video creation workflows across Web, Desktop, and Mobile
- Built and evolved a cross-platform design system for Web, Desktop, iOS, and Android

Zoom | Product Designer

May 2021 - Feb 2023

- Designed a centralized Zoom Phone SMB setup experience, reducing setup time by approximately **40%**
- Simplified administration and deployment for enterprise and SMB customers in the Zoom Admin Portal
- Designed app discovery, purchase, and subscription experiences for the Zoom Apps ecosystem
- Led cross-functional design workshops with product and engineering to align on user needs and simplify complex enterprise workflows

NX Cloud | Lead Product Designer

Dec 2018 - Dec 2019

- Led product design for NX Cloud SMS, a cross-border messaging SaaS platform for businesses
- Owned UX for onboarding, messaging, campaign management, analytics, and administration

Freelance | Product Designer / PM

Mar 2014 - Dec 2018

- Launched T3 Go on iOS and delivered product design across travel, education, and technology
- Collaborated with founders and global teams to deliver user-centered digital experiences

BESCN | Head of Design / VP

Jul 2004 - Mar 2014

- Led **20+** large-scale projects and multidisciplinary teams of **100+** professionals in landscape architecture

EDUCATION

Peking University | Master's in Landscape Architecture

Shandong University of Arts | Bachelor of Arts in Design (Graphic Design)

SKILLS

Design Tools Figma · FigJam · Figma Make · Sketch · Photoshop · Illustrator

Product & UX Product Strategy · User Research · Interaction Design · Prototyping · Design Systems · Cross-Platform Design · Generative AI · Usability Testing · A/B Testing

AI Tools ChatGPT · Claude · Gemini · Cursor · Google AI Studio · Midjourney · Sora

English & Mandarin | U.S. Permanent Resident