

YING LIU

Senior Product Designer | AI • Enterprise SaaS • Product Strategy • Platform Design

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SUMMARY

- Senior Product Designer with 10+ years of experience designing AI-powered products across enterprise SaaS, B2B, and consumer markets on web, desktop, and mobile platforms
- Delivered products across Zoom, Visla AI, and startup environments, driving platform strategy, monetization, and user experiences for creators, businesses, and enterprise customers
- Combined product strategy, design leadership, and business thinking while leading multidisciplinary teams across startups and global consulting organizations

CORE EXPERTISE

- AI Product Design • Platform Design • Enterprise SaaS • Product Strategy • Enterprise Workflows
- Growth & Monetization • Platform Transformation • UX Strategy • Feature Prioritization
- User Research • Design Systems • Cross-functional Leadership • Stakeholder Alignment

SKILLS

- Design Tools: Figma • FigJam • Sketch • Axure • Photoshop • Illustrator • Adobe XD • Canva
- Product Design: Product Discovery • Wireframing • Prototyping • Information Architecture • Agile • Jira
- AI Tools: ChatGPT • Claude • Gemini • Cursor • Midjourney • Sora • Higgsfield • Adobe Firefly

EXPERIENCE

Independent Product Design Consultant | May 2024 – Present

- Partnered with founders to define product vision, product strategy, and end-to-end user experiences
- Designed and illustrated an interactive detective game launched on Google Play, reaching 100K+ downloads
- Led product discovery, UX strategy, prototyping, and implementation across consumer and mobile applications
- Designed an AI-powered interactive storytelling app that generates videos and combines branching narratives, dialogue, and gameplay into an immersive experience
- Advised startups on product strategy, user engagement, growth, and monetization

Visla | Senior Product Designer | Mar 2023 – May 2024

- Led design for Visla 3.0, an AI video creation platform serving over 1M creators and businesses
- Defined end-to-end AI video creation workflows, enabling users to transform scripts, recordings, and content into professional videos with AI-assisted editing and storytelling
- Drove platform evolution from consumer-focused products to scalable B2B SaaS experiences, supporting creators, marketing teams, and business users
- Partnered with executives, product managers, engineers, AI researchers, and designers to define product strategy and drive execution

Zoom | Product Designer | May 2021 – Feb 2023

- Designed administration, deployment, and monetization experiences for the Zoom Admin Portal, supporting scalable enterprise and SMB management across the Zoom platform
- Created a centralized setup workflow for Zoom Phone SMB administrators, reducing setup time by approximately 40% through streamlined provisioning, licensing, and configuration
- Built scalable administration experiences for user management, deployment workflows, and business account setup
- Drove monetization experiences for the Zoom Apps ecosystem, enabling app discovery, purchase, and subscription workflows for developers and end users
- Partnered with product managers, engineers, researchers, designers, and business stakeholders to deliver enterprise SaaS solutions at scale

NX Cloud | Lead Product Designer | Dec 2018 – Dec 2019

- Built the 0→1 design of NX Cloud SMS, a SaaS platform providing cross-border messaging services for global businesses
- Owned end-to-end product design across onboarding, messaging workflows, campaign management, analytics, and administrative experiences
- Collaborated with product, engineering, and business teams to define product requirements, customer journeys, and scalable platform experiences
- Transformed complex telecommunications capabilities into intuitive enterprise workflows

Freelance | Product Designer / PM | Mar 2014 – Dec 2018

- Designed and launched T3 Go, a mobile travel platform available on the iOS App Store
- Delivered product design across travel, education, and technology products, from user research and UX strategy through visual design and launch
- Collaborated with founders, product teams, and engineers across multiple countries to deliver user-centered digital experiences
- Built expertise across consumer products, mobile applications, and early-stage product development

BESCN | Head of Design / VP | Jul 2004 – Mar 2014

- Became the youngest Partner at a leading landscape architecture consultancy in China
- Led 20+ large-scale projects and managed multidisciplinary teams of 100+ professionals
- Directed project strategy, stakeholder alignment, and award-winning design initiatives

EDUCATION

- **Peking University** — Master's in Landscape Architecture
- **Shandong University of Arts** — Bachelor of Arts in Design (Graphic Design)

ADDITIONAL INFORMATION

- Bilingual: English & Mandarin
- U.S. Permanent Resident (Green Card Holder)