

Ying Liu

Senior Product Designer | AI Products • B2B SaaS • Design Systems

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Summary

Senior Product Designer specializing in **Generative AI and B2B SaaS product** experiences across web, desktop, and mobile.

Delivered **AI-powered products used by 1M+ creators and businesses**, improving engagement and enabling platform transitions from consumer to B2B SaaS.

Award-winning Landscape Architect and Fine Artist, bringing a unique lens for design strategy and visuals.

Experience

Y Art and Design Studio — Founder, California | May 2024 – Present

- Lead product design and creative direction for **AI-powered applications**, including UX strategy, prototyping, and high-fidelity design.
- Deliver cross-disciplinary solutions across **digital and visually driven products**.

Visla — Senior Product Designer, California | Mar 2023 – May 2024

- Designed **AI video generation and editing workflows** across web, desktop, and mobile.
- Led **platform-wide transition from consumer to B2B SaaS**, delivering scalable designs for multiple products.
- Designed features for Visla products used by 1M+ creators and businesses, improving engagement and usability.

Zoom — Product Designer, California | May 2021 – Feb 2023

- Designed Zoom **SMB admin onboarding and setup experience**, enabling businesses to add team members, assign licenses, and configure communication settings — reducing setup time by 40%.
- Designed **Zoom App Monetization** with tiered pricing and in-app purchase flows for developers and users.

- Contributed to **Zoom One phone system experience**, enhancing enterprise communication workflows.

NX Cloud — Lead Product Designer, California | Dec 2018 – Dec 2019

- Designed and launched an SMS product, leading it **from concept to market**.
- Led UX strategy for products serving **B2B and B2C customers**.

Freelance — Product Designer / PM, California | Mar 2014 – Dec 2018

- Designed and launched **Tencent Travel App (T3 Go)** on iOS App Store.
- Delivered UX strategy for **international clients** across travel, education, and tech.
- Managed cross-functional teams across multiple countries.

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

- Led a 100+ designer team on landscape architecture design projects, managing 20+ concurrent projects from concept to delivery.
- Directed design strategy and mentorship, delivering award-winning, user-adopted designs, with several projects recognized as landmarks in their communities.

Education

Peking University — Master's, Landscape Architecture, design-focused

Shandong College of Arts — Bachelor's, Art Design

Skills

Product Design & UI/UX: Multi-platform SaaS, AI Products, Design Systems, B2B/B2C

Impact & Strategy: Platform transition, Growth-focused design, SMB admin setup

Design & Collaboration: Figma, Sketch, Axure, Adobe Creative Cloud (XD, Illustrator, Photoshop), Canva, Jira, Agile

Generative AI: ChatGPT, Gemini, Claude, Midjourney, Cursor, Nano Banana, Adobe Firefly

Language

Bilingual: English & Mandarin

Additional Information

Green Card holder