

## 9+ years

Product design leadership

## AI · Business · Consumer

Shipped products across **Meta, TikTok, Amazon, and Microsoft**

## Global design teams

Led distributed teams across regions, functions, and product areas

### ● PROFILE

**Design leadership across consumer, business, and AI products.** Lead design teams through ambiguous product spaces, turning business goals, user needs, and technical constraints into clear product direction and high-quality execution.

Build and coach high-performing, globally distributed teams, define product strategy, and establish scalable design systems across complex, fast-paced organizations.

### ● EXPERIENCE

#### ○ Senior Design Manager · Meta

Dec 2024 – Present

- Lead and develop a team of design managers and individual contributors at the intersection of **AdTech** and **AI**.
- Own design vision, strategy, and execution for Meta's next-generation **business tools**.
- Set the bar for design quality and craft, fostering a collaborative, high-performing culture.

#### ○ Senior Design Manager · TikTok

Apr 2023 – Nov 2024

- As **Head of the Business Platforms Design Department** for the **TikTok Shop division**, led design strategy and built high-performing teams delivering AI products for business customers.
- Directed design across user growth, finance, logistics, operations, customer service, and developer tools.
- Drove AI-driven product enhancements that improved business efficiency and experience quality.

#### ○ Product Design Manager · Flexport

Jun 2022 – Jan 2023

- Managed, grew, and empowered an innovative, cohesive product design team for Flexport Ocean.
- Scoped design initiatives against high-level product roadmaps, allocating resources and prioritizing work across domains.

#### ○ UX Manager · Amazon

Jun 2017 – Jun 2022

- Built and managed the UX team for Amazon retail and Amazon Learn, launching multiple new retail programs globally and an AI-based online learning platform for millions of learners.
- Led cross-team conceptual development at the intersection of design, business, and technology, focused on customer centricity.

#### ○ Sr. UX Designer · Microsoft

Apr 2008 – Jun 2017

- Led design for priority Visual Studio features including Editor, Debugger, Profiler, Light Bulb, and IntelliSense.
- Created and communicated UX vision for developer tools and established collaborative, healthy design practices.

### ● EXPERTISE

Product Strategy

Design Leadership

AI Product Design

Team Development

Design Systems

User Insights

Enterprise Products

Consumer Experience

Cross-Functional Leadership

### ● EDUCATION

#### Aachen University of Technology

M.Sc. · Human-Computer Interaction  
Aachen, Germany

#### Tsinghua University

B.Eng. · Engineering  
Beijing, China

### ● PATENT

#### Performance optimization tip presentation during debugging

Patent 35511502