Clara Senior Product Designer

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Senior Product Designer with 10+ years of experience delivering end-to-end digital products across **AI, fintech, SaaS,** and **consumer platforms**. Proven track record in zero-to-one builds and scaling products to millions of users, including apps reaching 1M+ DAU and enterprise platforms.

Experienced in designing complex workflows, **AI-powered functions** and **Human-Centered thinking.** Works closely with product, engineering and analytics teams to deliver intuitive experiences, measure outcomes and continuously improve customer and business performance. Strong product judgment in ambiguous environments, with a craft-led design and ownership mindset. Passionate about bridging customer insight, technology and business strategy to create impactful product experiences.

EXPERIENCE

Senior Product Designer (EdTech)

International Baccalaureate (IB) — Jun 2026 – Present

- Turned ambiguous and complex challenges around AI in education into clearly defined design opportunities and actionable solutions for a global IB community.
- Led plan and facilitate co-creation sessions and workshops with global stakeholders using design thinking approaches to shape the direction of the future IB AI product direction.
- Led UX research and analysis, gathering and applying user insights to inform design decisions.
- Using AI-driven tools to accelerate research and ideation, improving speed and quality.
- Design and deliver simple, accessible and scalable AI product experiences for our students, teachers and schools globally.

Lead Product Designer (HealthTech)

Usmile, China — Oct 2022 – Aug 2024

- Led end-to-end UX for an AI-driven oral health product and multi-device design system, working closely with product and engineering teams.
- Scaled the app from 1K to 1M+ DAU in two years; Translated user insights into design decisions that improved conversion by 20% through data-driven redesign and optimised user experience, and achieved 200 billion yuan in revenue.
- Launched three hardware products ranking top 3 in the market within six months and enabled 30% faster feature delivery through improved collaboration.

Senior UX Designer (Finance & Insurance)

Ping An Technology, China — Jun 2021 – Sep 2022

- Led end-to-end UX strategy and design for Ping An's B2B enterprise financial platforms, covering interaction, visual systems, brand, user research, and patent applications.
- Built a scalable design system with 100+ components, improving design–development efficiency and increasing learning module visit rate from 40% to 59% after redesign.
- Delivered data-driven experience improvements across complex workflows, boosting remote collaboration efficiency by 27.8% and meeting organizational efficiency by 35.2%.

User Experience Design Manager（B2C）

Huawei Technologies Co, Ltd. , China — Mar 2019 – May 2021

- Owned end-to-end UX for large-scale consumer service products at Huawei, leading interaction, visual, and operational design across mobile platforms.
- Drove the full design lifecycle from research and strategy to launch and optimisation, aligning user needs with business goals through data-informed decisions.
- Increased user retention by 250%, improved Google Play rating from 3.8 to 4.3, and helped scale the product to 70M+ daily active users, earning two company-level awards.

Design Strategist – Generative AI & Societal Impact (Part-time)

Scottish AI Alliance Glasgow, United Kingdom — Feb 2025 – Jun 2025

- Co-designed participatory workshops exploring ethical and inclusive AI policy making in the future.
- Mapped system and policy gaps between AI innovation and responsible deployment.
- Contributed to AI governance frameworks focusing on transparency & sustainability.

SKILLS

- Product Design: End-to-End UX/UI Design, Interactive Prototyping, SaaS Platforms, Mobile UX
- Research & Strategy: UX Research, Usability Testing, Heatmap Analysis, Strategic Thinking, Data-Informed Product Design
- Collaboration & Facilitation: Cross-Functional Collaboration, Stakeholder Communication, Workshop Design & Facilitation, Agile/Scrum
- Design & Collaboration Tools: Figma, Framer, Adobe CC, Miro, Notion, Jira
- AI tools: ChatGPT, Claude, Codex, Figma Make, Lovable

EDUCATION

BA Fine Art

Xi'an Academy of Fine Arts

2013 - 2017

MDes Design Innovation

Glasgow School of Art/University of Glasgow

2024 - 2025

AWARDS & PATENTS

HUAWEI “Galloping Horses” Award Jun 2020

28 Granted patents by the China National Patent Office Jan 2022