Zhengyang Yang

Product Designer — AI, Consumer & Commerce

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EXPERIENCE

TikTok | UX Designer, Consumer

Jul 2025 – Present | Bellevue, WA — Full-time

- Led product design for TikTok Shop's core short-video shopping experience, improving commerce signals and establishing a modular anchor framework for scalable experimentation. Shipped changes that increased **Video GMV by xx%**, payment penetration by **xx%**, and anchor CTR by up to **xx%**.
- Shaped AI-powered shopping across recommendations, PDP Q&A, comparison, and sizing, embedding AI into high-intent purchase decisions. Increased product-card CTR by **xx%**, add-to-cart by **xx%**, and e-commerce GMV per user by **xx%**; a new PDP AI entry drove **xx% higher GMV per user** than the previous entry point.
- Established scalable design patterns for TikTok Shop's AI ecosystem, defining the shopping assistant's design language and aligning AI disclosure and branding across **Shopping, Search, Reviews, and Try-on** experiences to create a consistent and compliant foundation for AI-powered commerce experiences.
- Redesigned merchant trust and storefront experiences across Official Shop, PDP, LIVE, and store surfaces, driving **+xx% platform GMV**, **+xx% Official-merchant GMV per user**, and **$xxK+ incremental GMV** through improved storefront merchandising.

A&C Tech | Lead UX/UI Designer

Jun 2024 – Jul 2025 | Irvine, CA — Full-time

- Led end-to-end design for **BioMatrix**, an AI- and biometrics-powered consumer platform bridging Web2 and Web3. Designed growth, content, and incentive experiences—including an ambassador program, interactive content, and reward systems—supporting user growth from **2,500 to 10M+**.
- Designed web and Telegram experiences for emerging AI/Web3 products, translating unfamiliar technical concepts into accessible onboarding, engagement, and transaction flows for global consumer audiences.
- Designed the digital experience for **AC Future's AI-powered mobile home platform**, including its marketing and reservation journeys, contributing to **500+ orders at CES 2025** and supporting A&C Tech's expansion into B2B services.

T-Mobile | Product Design Lead, Capstone

Sep 2023 – Mar 2024 | Bellevue, WA — Sponsored capstone project

- Led product design for a **Meta Quest 3 immersive training experience**, defining the end-to-end experience from workflow framing and interaction concepts through high-fidelity spatial prototypes.
- Translated complex employee training tasks into guided, immersive interactions designed to reduce cognitive load and make operational learning faster and easier to repeat.
- Validated the proposed experience against the existing training workflow, demonstrating the potential to reduce training time by **77%** and costs by **93%**.

SKILLSET

Expertise

- Product Strategy • Prototyping
- Interaction Design • UX/UI Design
- User Research • Design Systems
- Experimentation & A/B Testing
- AI/LLM Product UX
- Conversational Experiences
- Growth & Commerce
- Spatial Computing

Toolbox

- Codex • Claude Code • Figma
- Photoshop • Illustrator
- After Effects • Blender • Unity
- HTML/CSS/JavaScript

EDUCATION

University of Washington

M.S., Technology Innovation

Sep 2022 – Mar 2024 | Seattle, WA

China University of Mining and Technology

B.Arch., Architecture

Sep 2015 - Jun 2020 | China

University of Western Australia

Exchange Program, Architecture

Feb 2018 - Jul 2018 | Australia

Meican | Product Designer

Sep 2021 – Jul 2022 | Beijing, China Full-time

- Redesigned payment and ordering experiences for Meican's consumer platform, serving **350K+ users across 4,000+ enterprise clients**, including Microsoft, Tesla, and TikTok.
- Led and co-designed core workflows for the B2B catering management platform serving **30K+ merchants**, supporting enterprise operations during a period of **83% annual GMV growth to $388M** and **91% revenue growth to $61M**.
- Evolved Meican's shared design system across **Web, iOS, and Android**, introducing data-informed component improvements and interaction standards to increase consistency across consumer and enterprise products.

CBIM | UX Designer

Jul 2020 – Sep 2021 | Beijing, China Full-time

- Designed and launched **XCUBE**, a web-based 3D design tool for architects that reached **16K+ registered users**, owning core workflows from product definition and interaction design through prototyping and launch.
- Designed **20+ product capabilities** using interviews, surveys, usability feedback, and experimentation to translate complex 3D workflows into accessible web experiences.
- Collaborated with a 12-person UX team to build a shared design system supporting **three company products across web and mobile**, covering components, visual styles, and voice-and-tone guidelines.