

Xiaoye Lin

Bellevue, WA
fermaigh@gmail.com

Skills

Strategic product thinking
Cross-functional collab
System design
Interaction design
Visual design
User Research
Mentorship

Education

Parsons the New
School for Design
M.F.A in Design and
Technology

Central Academy of
Fine Arts
B.A in Digital Media Art

TikTok

Senior Product Designer

Jan 2024 - Present

- Leading seller experience initiatives and reducing UX friction to improve how sellers connect and work with creators for affiliate growth. Contributed to **11.4M, up 175% YoY** GMV growth.
- Owned the end-to-end affiliate experience across TikTok Shop for agencies, sellers, and creators, designing cross-platform workflows that made partnership opportunities easier to discover and manage. Contributed to **50%** collaborate rate and scaled agency business growth by **5x**.
- Establishing design guidelines and scalable best practices (AI + Design) across global markets to raise product quality and create a more consistent experience for users worldwide.

Sprockets

Lead Product Designer

Aug 2023 - Dec 2024

- Led design of AI-driven platform product from 0→1, defining core workflows, information architecture, UX strategy and scalable design system and workflow in a highly ambiguous startup environment from concept to ship.
- Partnered with founders and engineers to validate and iterate on early concepts, driving initial adoption and securing clients like Chick-fil-A, McDonald’s, and Taco Bell, ultimately contributing to Humanly’s acquisition in 2025.

Dashlane

Senior Product Designer

Jan 2020 - Aug 2023

- Redesigned onboarding experience using behavioral analytics and user research to identify drop-off points; simplified key steps and improved value communication, resulting in increased conversion and early user retention
- Led design of subscription upgrade/downgrade and account management experiences across web and mobile, supporting a global user base of 19M across 180 countries
- Designed Dashlane’s B2B Dark Web Monitoring feature, translating complex security workflows into intuitive admin and end-user experiences for 22,000+ SMBs

Tinybeans

Senior Product Designer

Oct 2017 - Jan 2020

- Improved core mobile app experiences (feed, discovery, photo upload) by refining UX patterns and strengthening design consistency, contributing to a measurable increase in NPS across 3.7M users
- Collaborated cross-functionally to evolve foundational product experiences, balancing user needs with business goals in a growing consumer platform

Multiple companies

Product designer / UXUI designer

Oct 2014 - Oct 2017

- Designed products across AI, video platforms, and social networking startups, applying user-centered design principles across diverse product contexts
- Developed strong cross-functional collaboration skills and product thinking, contributing to end-to-end design processes from concept to launch