

Xiaoye Lin
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<https://xiaoye.design/>

- Skills**
- Product/UX strategy
 - 0→1 product design
 - Data-driven
 - Design system
 - Scalable Guidelines
 - Interaction visual design
 - User research
 - Cross-functional collaboration
 - AI-assisted design
 - 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

Over a decade of experience in end-to-end product design across consumer and B2B platforms, from 0-to-1 concept through launch to global scale. Combines data-informed decision-making, user research, and scalable design systems to reduce friction and drive measurable business results — including 175% YoY GMV growth, 5x partner growth, and improved retention across a 19M+ user base. Comfortable operating with high ownership in ambiguous, fast-moving environments and partnering closely with product, engineering, and cross functional teams.

TikTok

Jan 2024 - Present

Senior Product Designer

- Own end-to-to design of the seller affiliate experience across TikTok Shop, reducing UX friction between sellers and creators; contributed to **\$11.4M and 175% YoY** GMV growth in 2025.
- Designed cross-platform partnership workflows that made it easier for agencies to discover and manage creator collaborations, driving a **50% collaboration rate** and **5x growth** in agency business.
- Establishing design guidelines and scalable AI + Design best practices, to raise product quality and create a more consistent experience for sellers worldwide.

Sprockets

Aug 2023 - Dec 2024

Founding designer

- Led design for Sprocket’s AI-driven enterprise product from **0→1**, concept through launch, securing adoption from top-tier fast food franchises and contributing to Sprockets' acquisition by Humanly in early 2025.
- Established design foundations and processes in a highly ambiguous, remote, distributed startup environment, improving cross-functional communication and shipping velocity.

Dashlane

Jan 2020 - Aug 2023

Product Designer

- Redesigned new-user onboarding using behavioral analytics and user research to identify drop-off points and drive A/B-tested solutions, improving conversion and early retention across a global base of 19M users in 180 countries.
- Led design of subscription experiences for consumer and business users across web and mobile platforms.
- Led design of Dashlane's B2B Dark Web Monitoring feature, translating complex security workflows into intuitive admin and end-user experiences for 22,000+ SMBs.

Tinybeans

Oct 2017 - Jan 2020

Senior Product Designer

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

Multiple companies

Oct 2014 - Oct 2017

Product UIUX designer

- Designed products across AI, video platforms, and social networking startups, applying user-centered design principles across diverse product contexts.