

LINO DAI

PRODUCT DESIGNER

www.linou.space

(+86) 136 - 3774 - 2667

dailinou@outlook.com

EXPERIENCE

Independent Work

2025.08 - Present

Defined and designed an AI app for practicing parent-child conversations.
Working version in pre-launch testing.

ByteDance | Senior Product Designer

2022.01 - 2025.07

Semi Design System

2024 - 2025

Led delivery of a reusable chart toolkit across four design and engineering teams.
Owned tool design, design-to-code mapping, and design reviews.
Adopted by 200+ teams. Historical effort estimates suggest chart design time drops from 2 hours to 5 minutes per chart.

Lemon8 Operations and Creator Platforms

2022 - 2024

Conducted nearly 30 user interviews and facilitated cross-functional workshops, leading to IM and Campaign Center initiatives. Sole designer for both.
Within two weeks of launch, IM achieved at least 10× the CTR of other outreach channels.
Campaign Center supported 81% of campaigns, with 100% voluntary adoption among target users.

Redesigned navigation based on research and design audits. Navigation satisfaction rose from 3.97/5 to 4.60/5.

Made batch search more discoverable. Search results page views grew 20% after launch. Sole inventor on the related patent application.

Independently designed creator, MCN, and operations platforms in two weeks, supporting content submission and review. After launch, 2,300+ creators completed onboarding.

Gllue Software | UX Designer

2020.12 - 2021.12

Conducted user research and designed core workflows for a recruiter job-sharing platform, supporting MVP delivery and initial trials.

EDUCATION

University of Michigan Ann Arbor

2017.09 - 2020.05

Master's degree

School of Information - UX track

Sun Yat-sen University

2013.09 - 2017.06

Bachelor's degree

Biological Science

SKILLS

User research
Usability testing
Information architecture
UX design
Design systems

TOOLS

Figma
Claude
Codex

LANGUAGE

Chinese - Native
English - Working proficiency