



Jing Yan

AI Product Designer

theuniqueeye.com

theuniqueeye@gmail.com

linkedin.com/in/jing-yan-design/

Core Strengths

O→1 Product Design

Product Strategy

UX Systems

Cross-Functional Leadership

Domain Expertise

Generative AI

Agentic Product

Augmented Reality (AR)

Cross-Platform Design

Camera Experiences

Enterprise Products

Community & Speaking

Reviewer for 10+ major HCI, AI, AR/VR conferences (2024 – Present)

Mentor for junior designers

Speaker at SIGGRAPH Immersive Pavilion (2019)

Instructor for UCSB Data Visualization course (2016)

Languages

English (Fluent)

Mandarin Chinese (Native)

Experience

Senior Product Designer, GenAI & AR

Snap Inc.

Apr 2022 – Present, Los Angeles

Lead Designer, Easy Lens (former Lens Studio Mobile/Web)

- Led O→1 design of an AI-powered Lens Creation Platform
- Defined the core product architecture, interaction models, and end-to-end creator workflows
- Partnered closely with AI/ML engineering to evolve generative creation tools (text, image, video, 3D, effects) and agentic creation flows.
- Drove a unified design system across iOS, Android, and Web, ensuring consistency while scaling features across platforms.
- Aligned leadership and executives on product vision, strategy, and key tradeoffs.
- Drove strong results: double monthly creators in 3 months, achieved high open-to-publish conversion, and reached 1 billion daily Lens impressions.

Other Highlights:

- Location-based AR: Designed 1st map and navigation patterns for Snapchat games.
- AI Lenses: Defined and A/B tested new AI UX patterns, reaching millions of users.
- Camera Tools: Designed selfie settings, generating millions of Snaps daily.

Co-Founder

EyeDream

Dec 2019 – Present (Part-time), Los Angeles

- Founded a creative technology studio focused on AI, AR, and immersive storytelling products across web, mobile, and XR platforms.
- Design and build interactive AI driven experiences, presented at museums and major HCI conferences.

Product Design Lead

D2 Nova

Jul 2017 – Apr 2022, Santa Barbara

- Led a design team owning end-to-end design for Enterprise Communication products.
- Shipped and scales 4 mobile and web products to over 1k corporate clients.
- Partnered with executive leadership, engineering, and go-to-market teams to shape product strategy and roadmap decisions.
- Built and scaled the design team, hiring and managing UI/UX and web designers.
- Established user-centered design practices and cross-team alignment.

Education

University of California, Santa Barbara

MS Media Arts and Technology, focused on HCI & AR/VR

2015 – 2018, Santa Barbara

Tongji University

BA Advertising

2010 – 2014, Shanghai