



Senior Product Designer

 theuniqueeye.com

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Core Strengths

0→1 Product Design

Design Strategy

Scalable UX Systems

Global XFN Collaboration

Domain Expertise

Generative AI

Augmented Reality (AR)

Cross Platform Design

Enterprise Design

Camera Interfaces

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

Product Designer – GenAI & AR

Snap Inc.

Apr 2022 – Present, 3 yrs 7 mos, Los Angeles

Lead Designer, Lens Studio Mobile/Web

- Led 0→1 product design of an AI-powered Lens Creation Platform
- Defined app structure, designed end-to-end UX flow and UI visuals.
- Partnered with AI/ML Research and Engineering teams to integrate AI tools (Image, 3D, ML effects) into intuitive creative workflows.
- Unified design across mobile and web platforms, ensuring a consistent UX.
- Presented to and aligned executives on product vision and strategy.
- Drove strong results: double monthly Lens submitters, achieved high open-to-publish conversion, and reached billions of Lens impressions.

Other Highlights:

- Location-based AR Games: Designed 1st map and navigation flow for AR Camera.
- AI Lenses: Defined and A/B tested new AI UX patterns, reaching millions of users.
- Selfie Settings: Designed popular camera feature creating millions of Snaps daily.

Co-Founder

EyeDream Interactive

Dec 2019 – Present, 5 yrs 11 mos, Los Angeles

- Founded a media art and tech studio, designing and developing AI web products, AR camera apps, and VR storytelling experiences.
- Exhibited works at museums and major HCI conferences.

Product Design Lead

D2 Nova

Jul 2017 – Apr 2022, 4 yrs 10 mos, Santa Barbara

- Led the design team working on end-to-end design of Enterprise Communication products.
- Shipped 4 mobile and web apps to over 1k corporate clients.
- Reported directly to the CEO, worked closely with Engineering directors and Sales marketing teams to identify customer needs and develop product roadmap.
- Built a design team by hiring and managing UI/UX and web designers.
- Established and continuously iterating on user-centric design processes

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