



Lead Product Designer

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Domain Expertise

Generative AI
AI Creative Tools
Agentic Experiences
Augmented Reality (AR)
Cross-Platform Design
Camera Experiences

Core Strengths

0→1 Product Design
Product Strategy
UX Systems
Cross-Functional Leadership

Community & Speaking

Reviewer for 10+ HCI, AI, AR/VR conferences
Speaker at SIGGRAPH Immersive Pavilion
Mentor to junior designers

Languages

English (Fluent)
Mandarin Chinese (Native)

Experience

Senior Product Designer, GenAI & AR

Snap

2022–2026, Los Angeles

- Led 0→1 design of Easy Lens, an AI Creation Platform across mobile and web.
- Defined the product architecture, interaction models, and end-to-end workflows.
- Partnered with AI/ML engineering on generative image, video, 3D, effects and agentic creation experiences.
- Aligned product, engineering, and executive leadership on product strategy.
- Doubled monthly creators in 3 months, achieved high open-to-publish conversion, and reached 1B+ daily views from Lenses created on the platform.
- Location-based AR Game: Designed 1st map and navigation patterns for Snapchat.
- AI Lenses: Defined and A/B tested new AI patterns reaching millions of users.

Co-Founder & CEO

Jumi Studio · EyeDream

2026 – Present, Los Angeles

- Founded Jumi Studio, an AI platform for storytelling and video creation. Lead product strategy and design.
- Designed the end-to-end creative workflow across story development, characters, storyboarding, video generation, and iteration.
- Led product launch and early GTM, creator outreach, and content strategy, working directly with early users to shape product priorities.

Product Design Lead

D2 Nova

2017 – 2022, Santa Barbara

- Led end-to-end product design for enterprise communication products across mobile and web.
- Shipped and scaled 4 products to 1K+ corporate clients.
- Built and managed the design team while partnering with executives, engineering, and GTM on product strategy and roadmap.

Education

University of California, Santa Barbara

M.S. Media Arts and Technology, HCI, AR/VR

2015 – 2018

Tongji University

BA Advertising

2010 – 2014