

Lina Dong

Senior Product Designer · AI-Native Product Experiences

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SUMMARY

Senior hands-on product designer with 14 years of experience across consumer products, complex digital systems, and cross-platform experiences, including the last 3 years focused on AI-native products. My background spans large-scale products at Adobe and Alibaba, entrepreneurial 0-to-1 product development, B2B and hardware-software systems, and most recently, agentic AI products at Mootion. I work across product definition, user research, complex interaction design, visual systems, rapid prototyping, and design-to-engineering delivery. I am particularly experienced in translating ambiguous or technically complex capabilities into understandable, usable, and scalable product experiences.

EDUCATION

Central Academy of Fine Arts (CAFA) · Bachelor's Degree, Digital Media & Interaction Design · 2007–2011

EXPERIENCE

Head of Product Design — Mootion.com

Sep 2022 – Oct 2025

Agentic AI video creation platform | 2M+ creators | 10M+ videos | 50+ countries

Autoflow — Multi-Agent Workflow: Designed the end-to-end experience for a long-running generative workflow involving four AI agents. Made intermediate AI states and progress visible and introduced two levels of user control for automated decisions. Increased video completion from ~30% to ~60%.

AI Interaction System: Established reusable interaction patterns across streaming and long-running tasks, failure recovery, uncertainty signaling, capability guidance, user intervention, and different levels of AI autonomy.

Product Discovery & Research: Conducted exploratory and post-launch user research to validate product hypotheses, identify friction, and guide prioritization. In one study, research with 10 potential users led the team to deprioritize a proposed episodic script-generation feature before development.

0-to-1 Product Definition & Delivery: Partnered with Product, Ops, and Engineering from early problem framing through user flows, prototyping, launch, iteration, engineering handoff, and implementation QA.

Product & Visual Systems: Built the product design system from scratch across visual language, reusable components, responsive behavior, interaction states, and AI-native motion patterns; also contributed to Mootion's brand identity, official website, landing pages, and promotional experiences.

Experience Design Expert (Contract) — Gezhi Health Tech (Viatris Inc.)

Apr 2022 – Sep 2022

Consumer mobile health | WeChat Mini Program | ~10M monthly active users (MAU) as of 2025

Embedded UX expert within a BCG-led consulting team. Led end-to-end product design for "Yueya," a consumer mobile blood-pressure management Mini Program, covering user flows, interaction and visual design, high-fidelity prototyping, and a reusable design system. Designed lighter, more engaging content and interaction patterns to make routine health management more approachable and support repeat use.

EXPERIENCE (CONTINUED)

Experience Design Expert (Contract) — Chaowei Robotics Tech

Nov 2021 – Mar 2022

Engineering inspection robots and management systems for extreme environments

ITACS Inspection Management Platform: Led end-to-end interaction and visual design across Web and desktop clients, defining complex operational workflows and reusable cross-platform patterns.

Wheeled Inspection Robot: Designed multimodal interactions across on-device UI, voice, and robot behaviors for real-time monitoring and control in extreme operating environments.

Co-founder — Beijing 3-Farmer Tech

Aug 2016 – Oct 2021

Consumer on-demand grocery platform

Co-founded the company and worked across product definition, service experience, brand, marketing, and business operations for an on-demand fresh-grocery platform.

Product & Scale: Translated user and market needs into product and service decisions while helping scale the network to 400+ delivery partners across China.

UED Lead — Alibaba Health

Dec 2014 – Apr 2016

Consumer healthcare | iOS, Android, Web | 7-person product design team

Led a 7-person product design team across Alibaba Health's iOS/Android consumer app, Web platform, and Taobao/Tmall experiences, owning cross-platform interaction and visual consistency.

Leadership & Systems: Established reusable design patterns, led design reviews, mentored designers, and remained hands-on in key product decisions while partnering with Product and Engineering.

User Experience Designer — Adobe China R&D

Jan 2011 – Dec 2014

First full-time product designer at Adobe's Beijing R&D center. Owned interaction and visual design for the iDev engineering team, working directly with engineers from early concepts and prototypes through implementation; also provided cross-team UX consultation and managed external design resources.

SKILLS

AI & Interaction: Human-AI Interaction, Agentic UX, Conversational AI, Multi-Agent Workflows, AI State Design, Streaming & Failure Recovery

Product & Systems: 0-to-1 Product Design, Product Discovery, User Research, Complex Interaction Design, Mobile UX, Cross-platform Design, Design Systems

Visual & Prototyping: Visual Design, High-Fidelity Prototyping, Responsive Design, UI Motion, AI-assisted Prototyping

Tools & Design Engineering: Figma, Framer, Photoshop, Illustrator, After Effects, Premiere Pro, Claude Code, Codex, Design-to-Engineering Collaboration

LANGUAGES

Mandarin Chinese (Native) · English (Fluent) · French (Elementary)