

Lina Dong

AI Product Designer · Freelance

SUMMARY

AI product designer with 14 years of experience, specializing in human-AI interaction and agentic UX. Spent 3 years as Head of Design at Mootion.com shipping generative AI products to 2M+ creators — designing for multi-agent workflows, probabilistic output, capability surfacing, in-flight control, and repair UX. This isn't pattern-matching from the outside: it's every sprint.

Now fully independent. Available for project-based or embedded freelance with seed-to-Series B AI startups building agents, copilots, and generative tools.

EXPERIENCE

Head of Design — Mootion.com

Sept 2022 – Oct 2025

AI-native generative video platform · 7-person UED team · 2M+ creators, 10M+ videos, 50+ countries

- Autoflow (multi-agent workflow UI): Designed a generative pipeline where 4 AI roles surface real-time progress through a conversational waterfall UI. Introduced two-layer user control: interval-level countdown (auto-advance with opt-in override) + scene-level animation choice. Video completion rate: ~30% → ~60%.
- Designed core human-AI interaction patterns: streaming state handling, failure recovery UX, uncertainty signaling, capability surfacing, and autonomy gradients.
- Built product design system from zero — visual language, component library, AI-native motion guidelines.
- Established visual identity and brand for Mootion 3.0 from scratch.
- Set design strategy with Product and Ops; owned Figma-to-production handoff and implementation QA.

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

Apr 2022 – Sept 2022

Digital health · WeChat Mini Program

- Embedded UX expert alongside BCG consulting team. Led end-to-end UX design for Yueya (blood pressure management app) -- user flows, UI design, design system, and cross-team design review.

Co-founder — Beijing 3-Farmer Technology

Aug 2016 – Oct 2020

Farm-to-table delivery platform

- Co-founded and led product, brand, and marketing design. Scaled to 400+ online delivery partnerships across China.

UED Lead — Alibaba Health

Dec 2014 – Apr 2016

Healthcare consumer product · 7-person UED team

- Led 7-person UED team across Alibaba Health App (iOS/Android), web platform, and Taobao/Tmall health pages. Defined design system and team OKR workflow.

User Experience Designer — Adobe China R&D

Jan 2011 – Dec 2014

- First full-time designer at Adobe Beijing R&D center. Owned all interaction and visual design for the iDev team; consulted across teams; managed outsourced projects.

EDUCATION

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

SKILLS

AI Product Design · Agentic UX · Human-AI Interaction · Multi-agent Workflow UI · Capability Surfacing · Streaming & Failure UX · Repair UX · 0-to-1 Product Design · Design Systems · Design Leadership · Figma · Framer · ProtoPie

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

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Case study: linadong.framer.website/mootion-autoflow-case-study