

Lina Dong's Product Design Portfolio

Senior Product Designer · AI-Native Product Experiences

- 14 years of experience designing consumer and complex digital products, including 3 years focused on AI-native product experiences.
- Former Head of Design at Mootion, leading 0-to-1 generative AI product experiences from concept to launch.
- Adobe · Alibaba Health · Mootion AI
- Central Academy of Fine Arts (CAFA)



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Mootion.com

Agentic AI Video Creation Platform

A multimodal AI creation platform that turns ideas and source content into complete video stories through coordinated AI workflows.

Role

Head of Product Design · 2022–2025

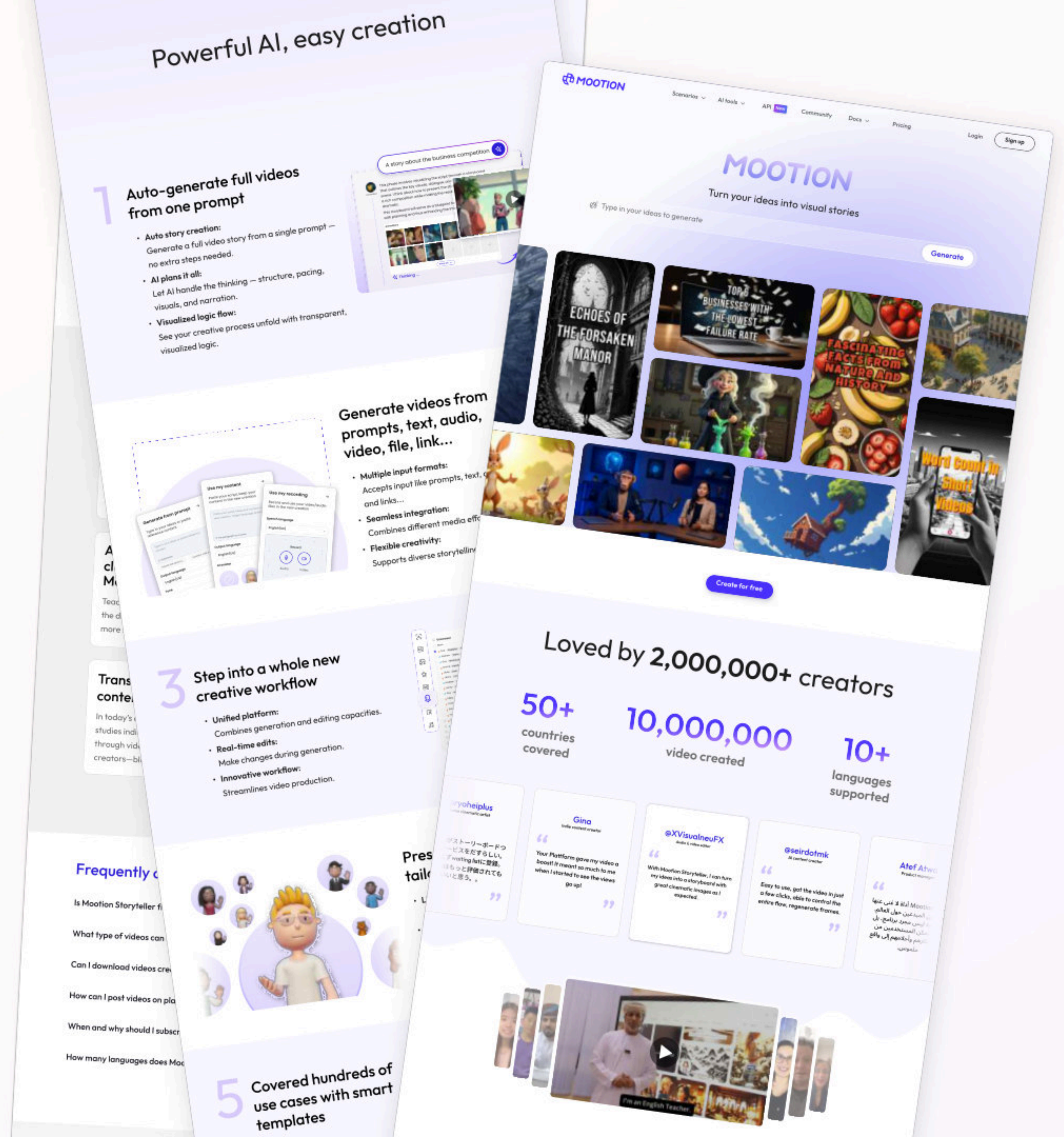
Scope

0-to-1 Product Experience · Human-AI Interaction · AI UX Systems · Design System

Scale

2M+ Creators · 10M+ Videos · 50+ Countries

Shipped in production · 2M+ creators · 50+ countries



Designing Control for a Multi-Agent AI Workflow



Director

The title 'Die drei kleinen Schweinchen' is in German, indicating the primary language should be German. YouTube and Instagram are popular platforms for sharing children's stories and educational content. 16:9 is a widely supported aspect ratio, suitable for YouTube and Instagram.

The story of the three little pigs is a classic children's tale, making the Picturebook style suitable for its playful and imaginative atmosphere.

Output language

English(US) ▼

Ratio

9:16 ▼

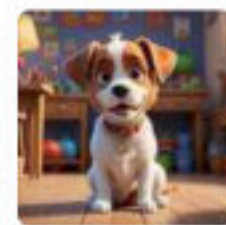
Visual style



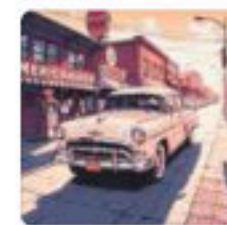
Photorealistic



Picture book



3D cartoon



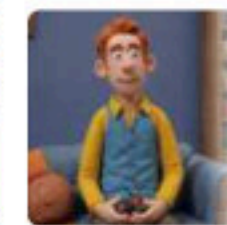
Retro comic



Anime



Pixel art



Clay art

ⓘ You can still change these settings for the next 15 seconds.



Screenwriter

✧ Thinking...

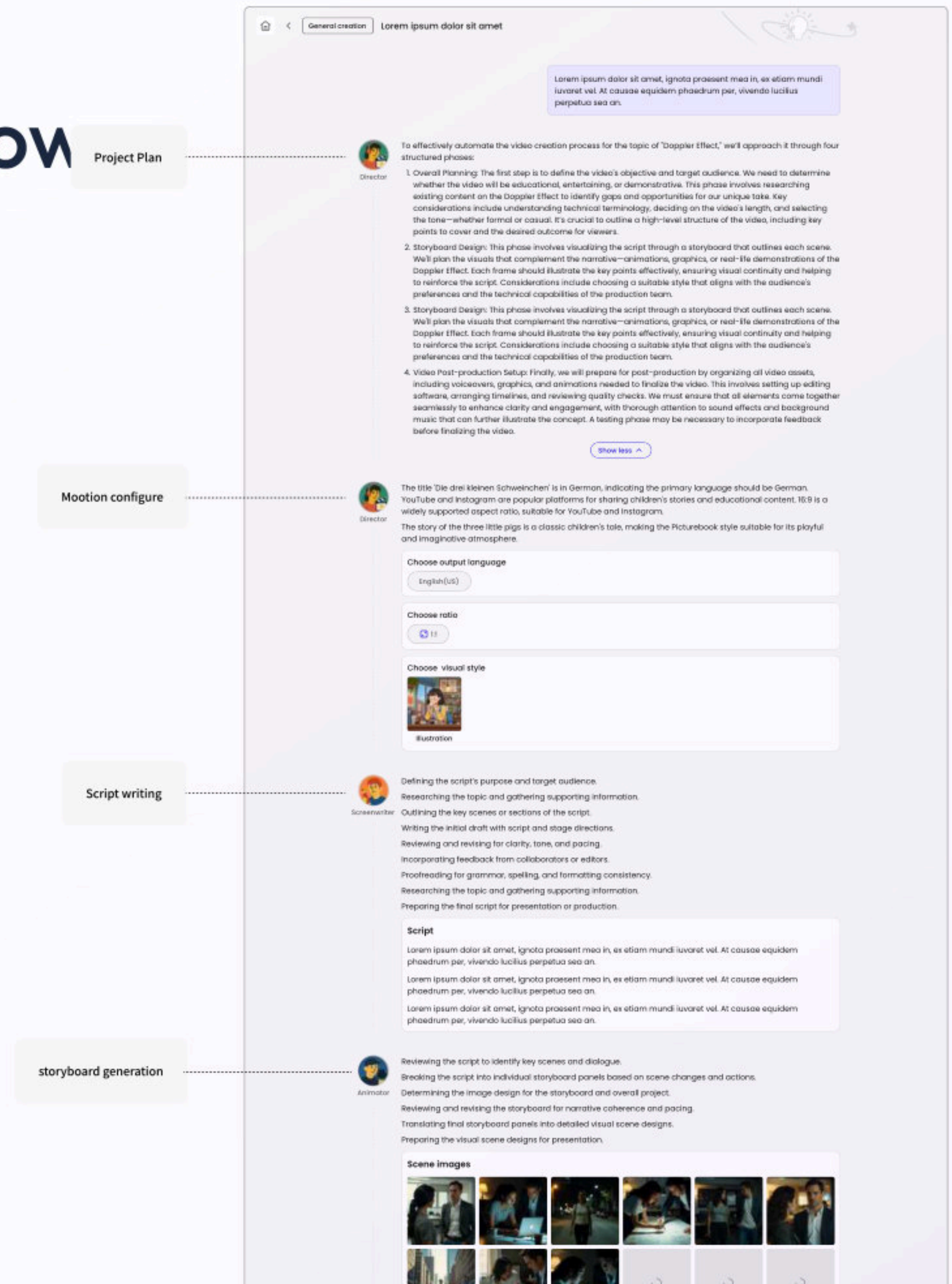
- AI agents automatically configure key video-generation parameters based on user intent.
- Editable and locked states are visually differentiated, so users always know when they can intervene.
- Explicit system states such as "Thinking..." make progress visible during long-running generation.
- A short adjustment window lets users override AI decisions without interrupting the generation flow.

You can still change these settings for the next 15 seconds.

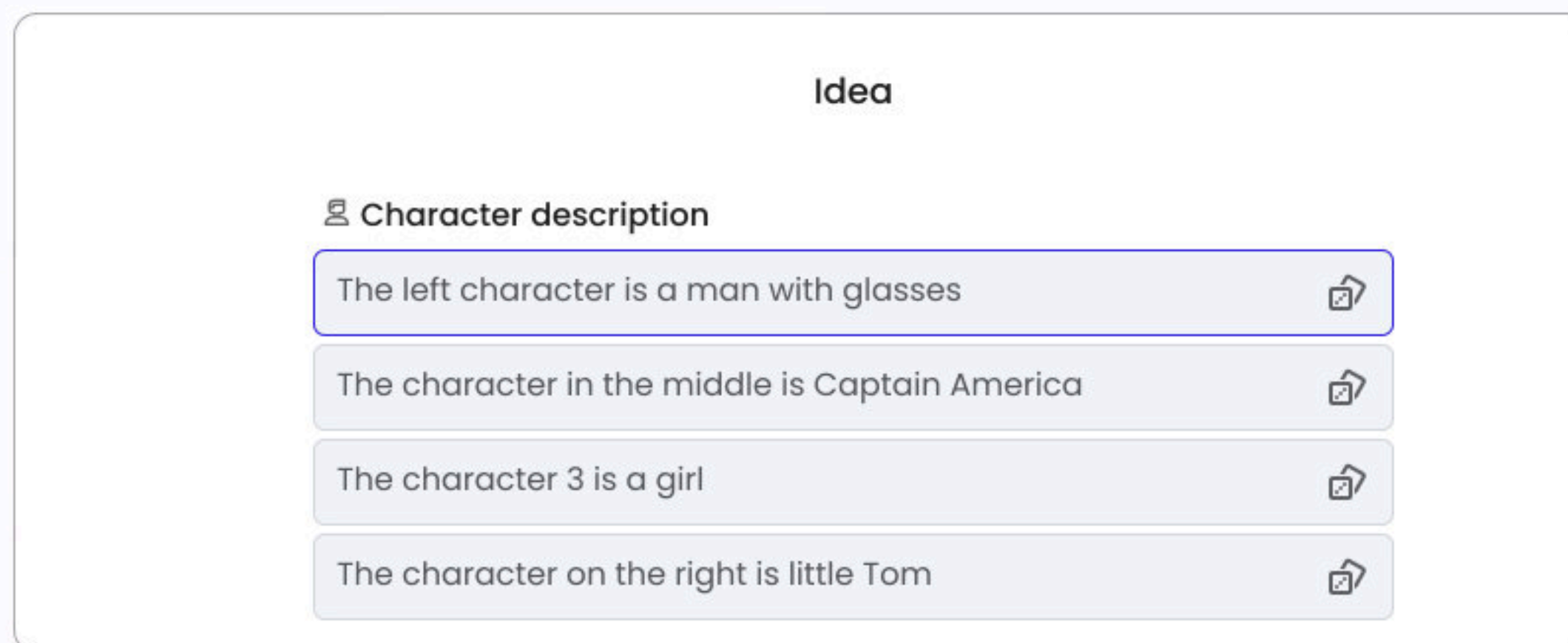
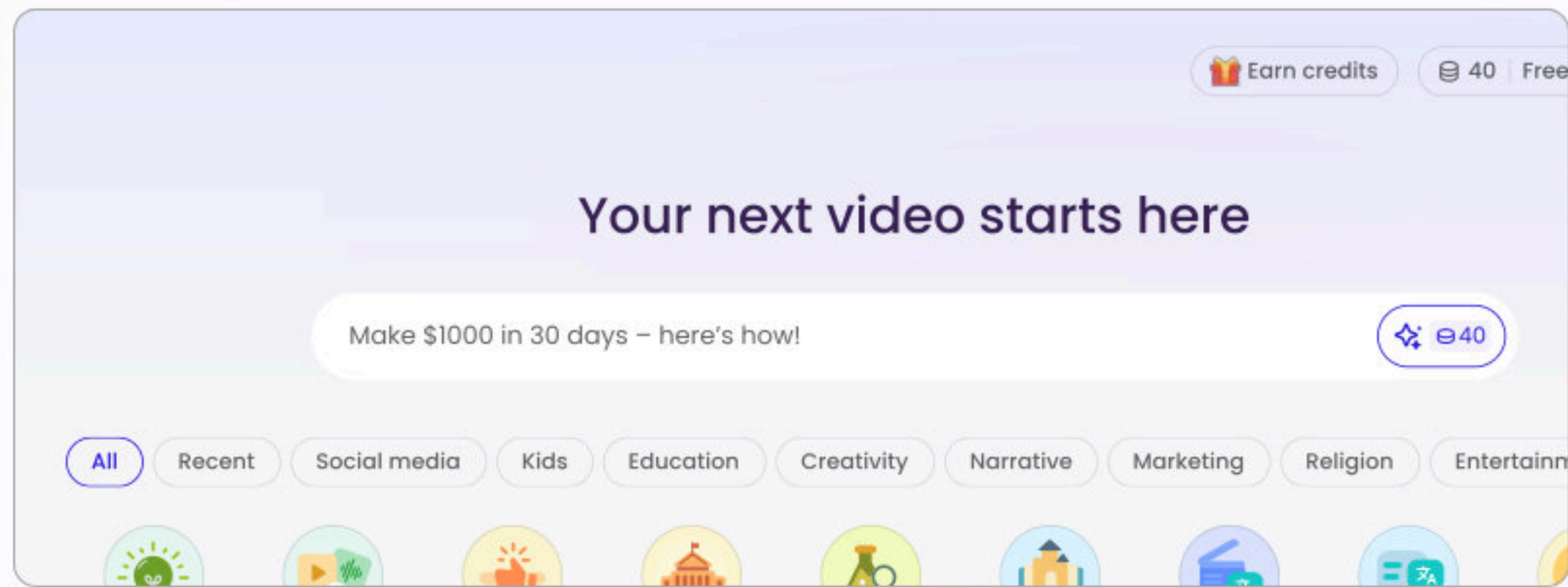
Role-Based Multi-Agent Workflow

Turning waiting into observable progress

- Specialized agents take ownership of planning, scriptwriting, storyboarding, animation, and editing.
- Instead of hiding long-running AI work behind a loading screen, intermediate outputs are surfaced through a conversational activity stream.
- This makes the generation process understandable and gives users a continuous sense of progress.
- Following the Autoflow redesign, **video completion increased from ~30% to ~60%.**

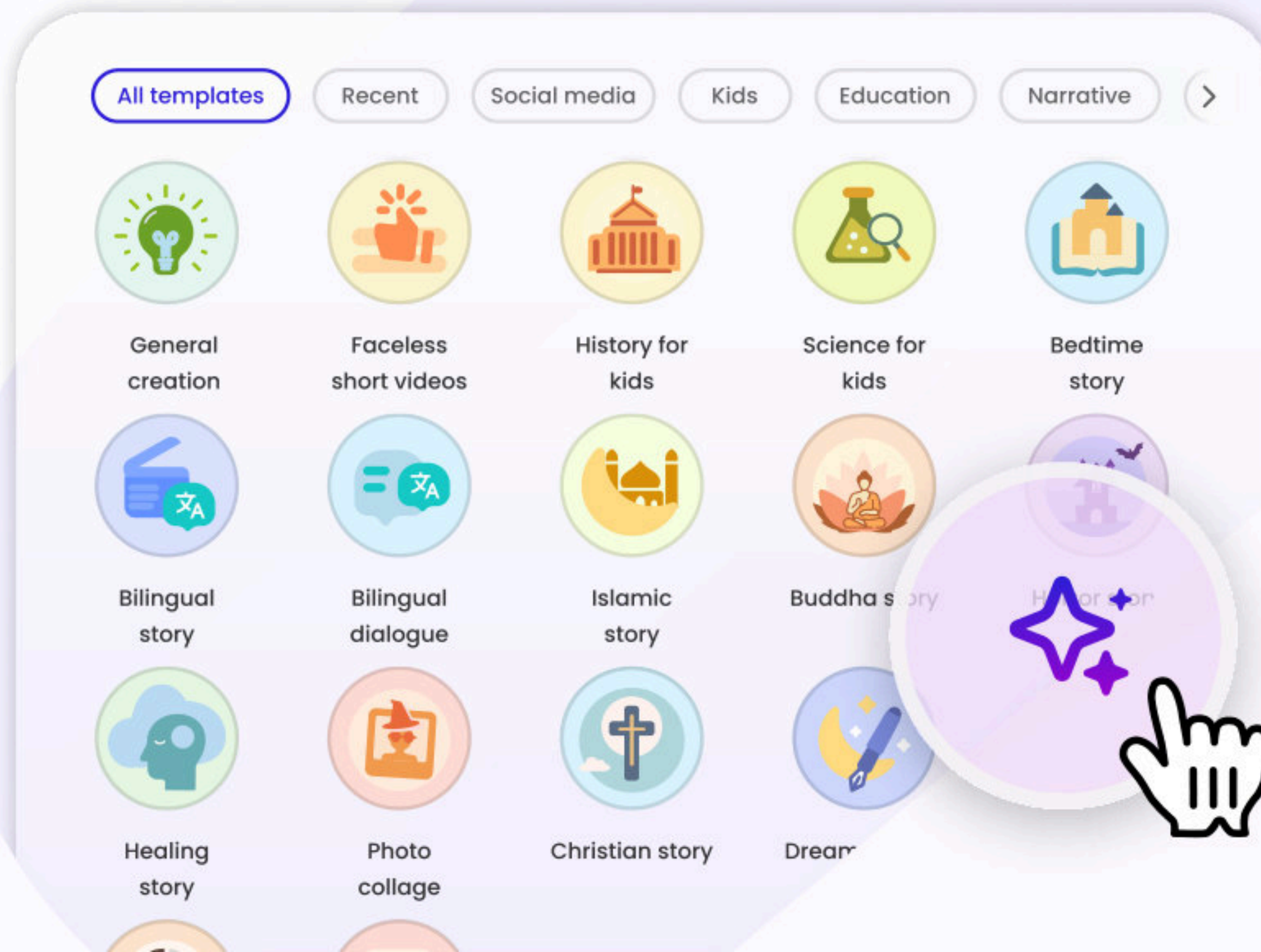


Capability Discovery Through Proactive Suggestions



- Surface contextual prompt starters as users explore the workspace, enabling one-click entry into creation flows.
- Use example prompts to reveal what the product can create—including longer-form stories—without requiring users to understand the full feature set first.
- Offer lightweight inspiration at the point of need, reducing onboarding friction without interrupting the main workflow.

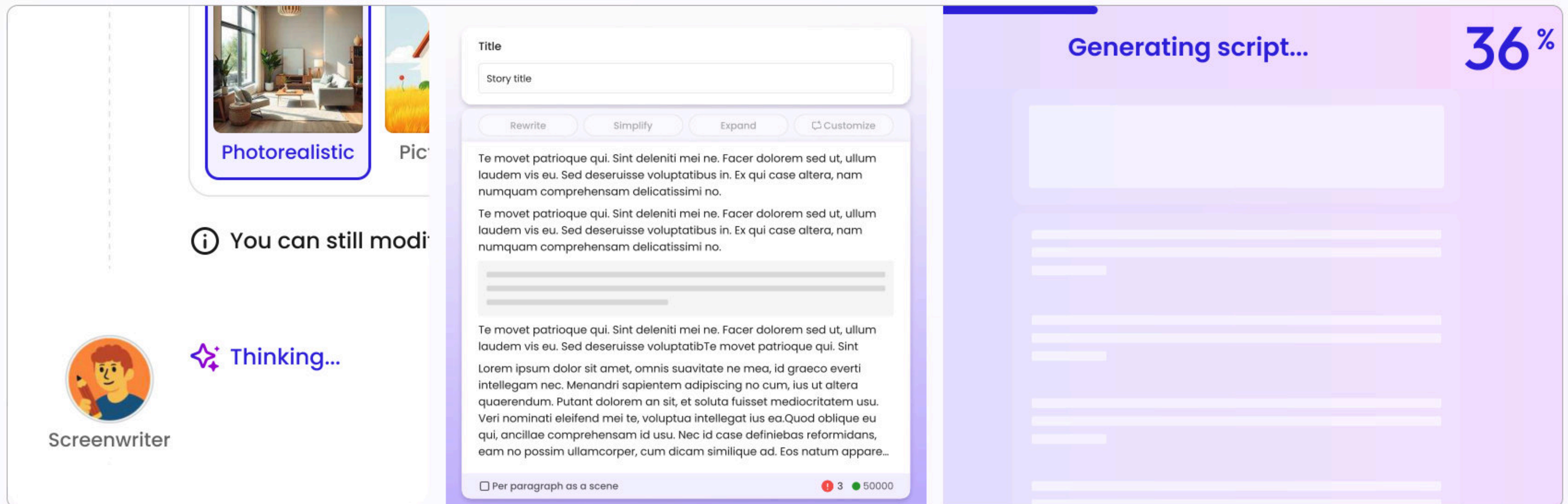
Capability Discovery Through Scenario Templates



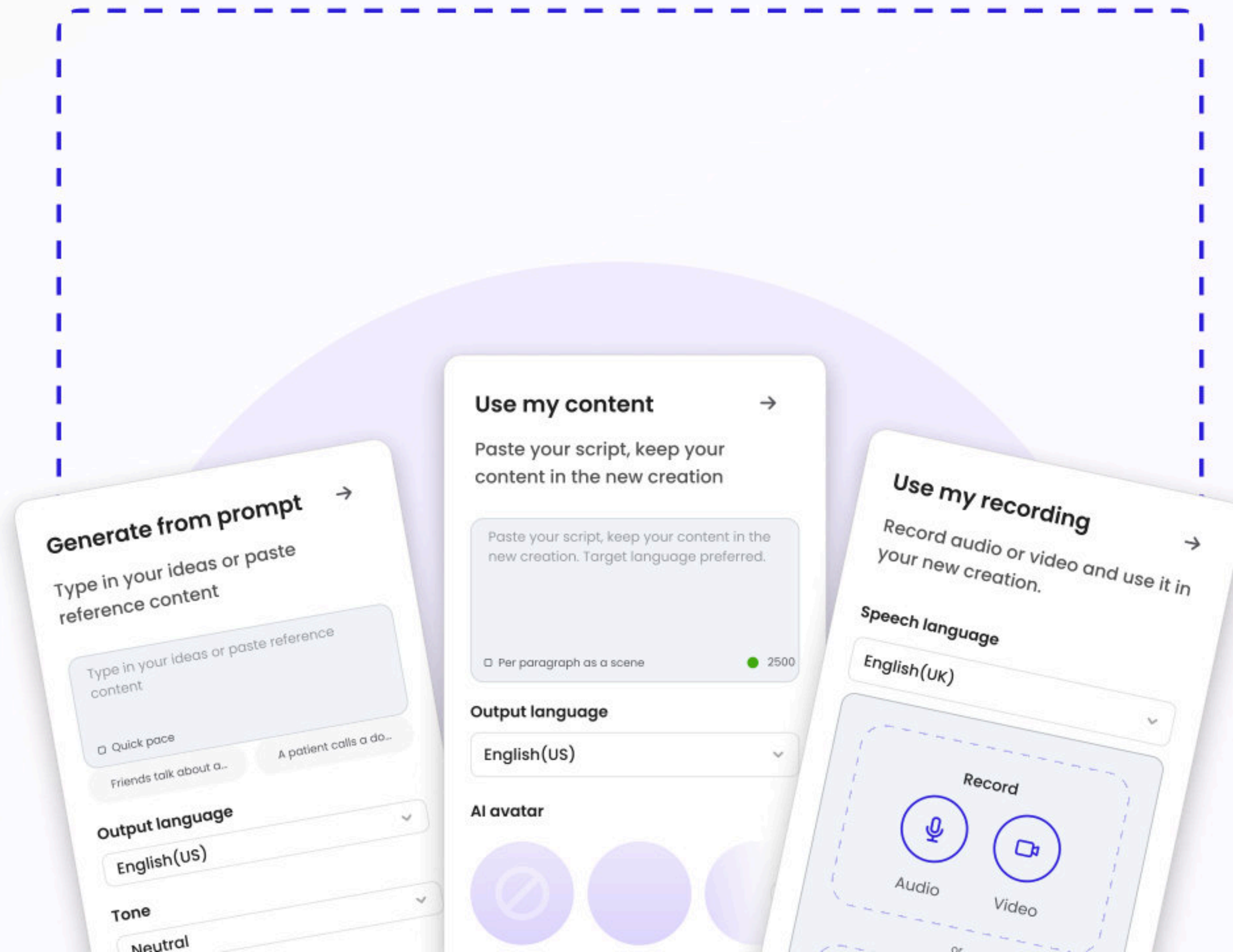
- Scenario-based templates map common user intents to ready-to-use creation setups.
- They reduce the effort of prompt writing while showing users the range of outcomes the product can generate.
- Different templates encode different creation goals, enabling diverse outputs through a consistent interaction model.

Skeleton States & Progressive Streaming

- Use skeleton states to preserve layout and provide immediate feedback while content is being generated.
- Stream generated content progressively instead of waiting for the entire response to complete.
- For long-running tasks, communicate delays clearly and allow users to continue working elsewhere.

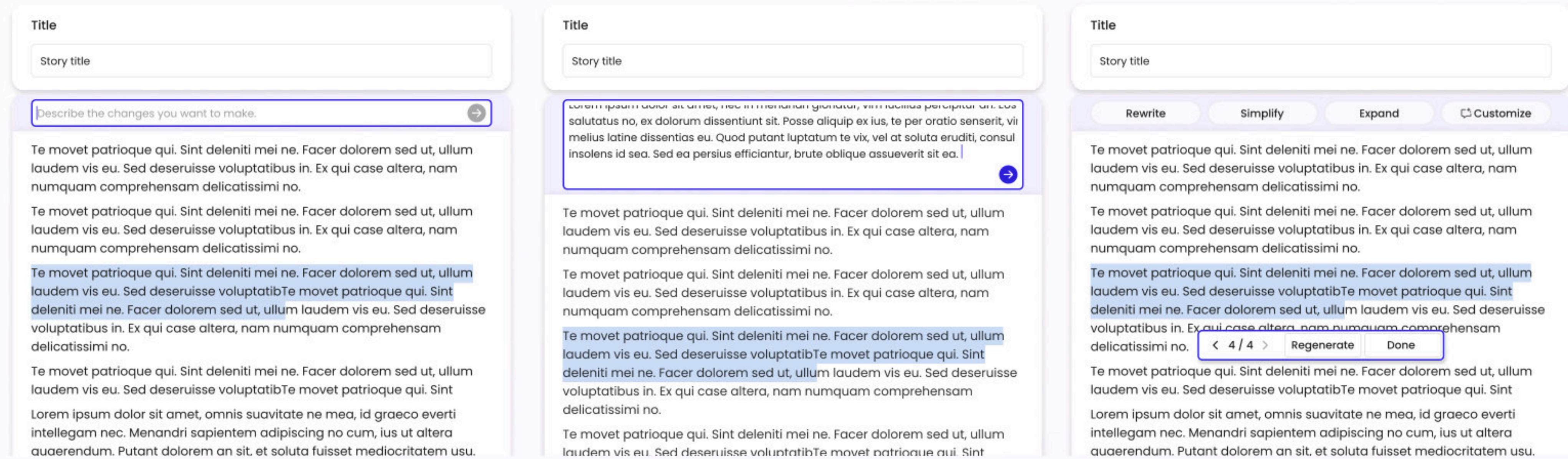


Multimodal Input: One Creation Flow, Multiple Input Types



- Support text, audio, video, files, links, and direct recording within the same creation flow.
- Bring different input types into a unified generation workflow, reducing context switching between tools and modes.
- Let users choose the input method that best matches their source material and storytelling intent.

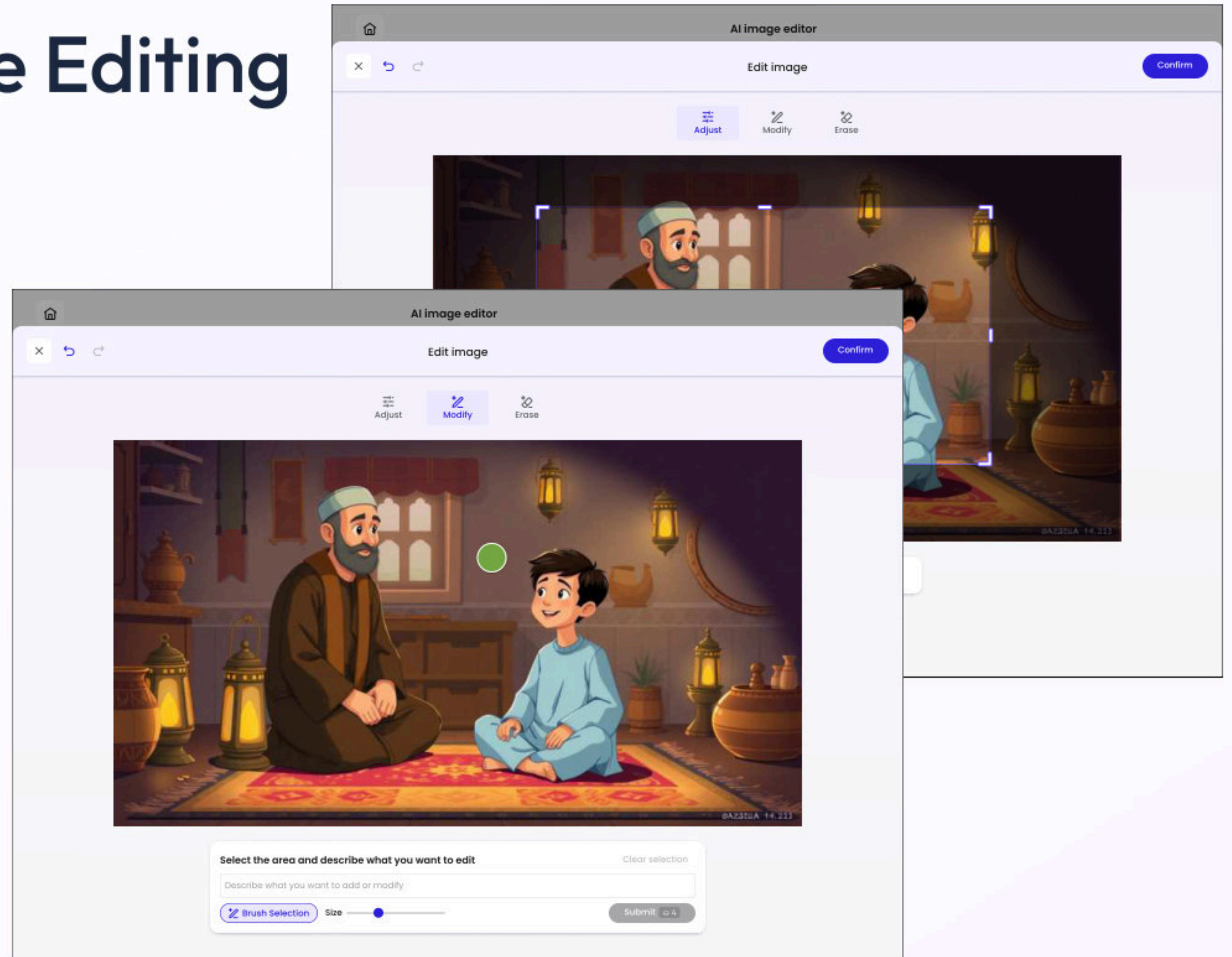
AI-Assisted Script Editing



- Turn pasted or uploaded source content into an editable script before generation begins.
- Users can refine content through natural-language instructions or quick actions such as Rewrite, Simplify, Expand, and Customize.
- Editing stays within the creation flow, allowing users to refine content before committing to downstream generation.

Region-Based AI Image Editing

- Let users paint a precise region to define what AI should modify while preserving the rest of the image.
- Map different editing intents to the appropriate AI capability within one consistent interaction pattern.
- This combines model capability with precise user control, reducing unintended changes to the image.



Internationalization:

Right-to-Left (RTL) & Cultural Adaptation

- Adapt navigation, alignment, and content flow for right-to-left languages.
- Validate LLM-generated content against language-specific conventions rather than relying on direct translation alone.
- Extend character and visual presets to better reflect regional and cultural contexts.
- Introduce safeguards for culturally or religiously sensitive visual generation.



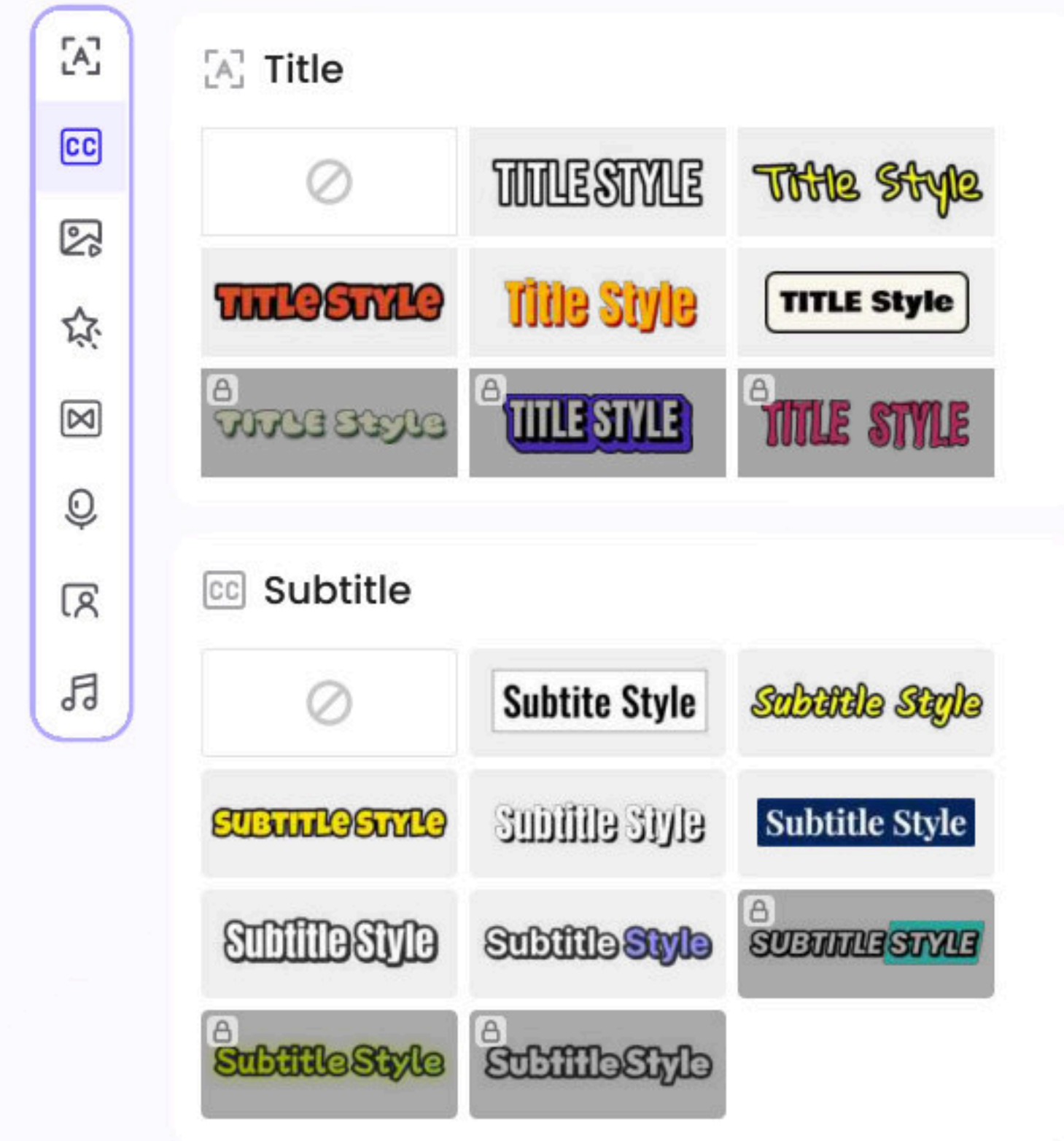
AI avatar



Internationalization:

Multilingual Subtitle System

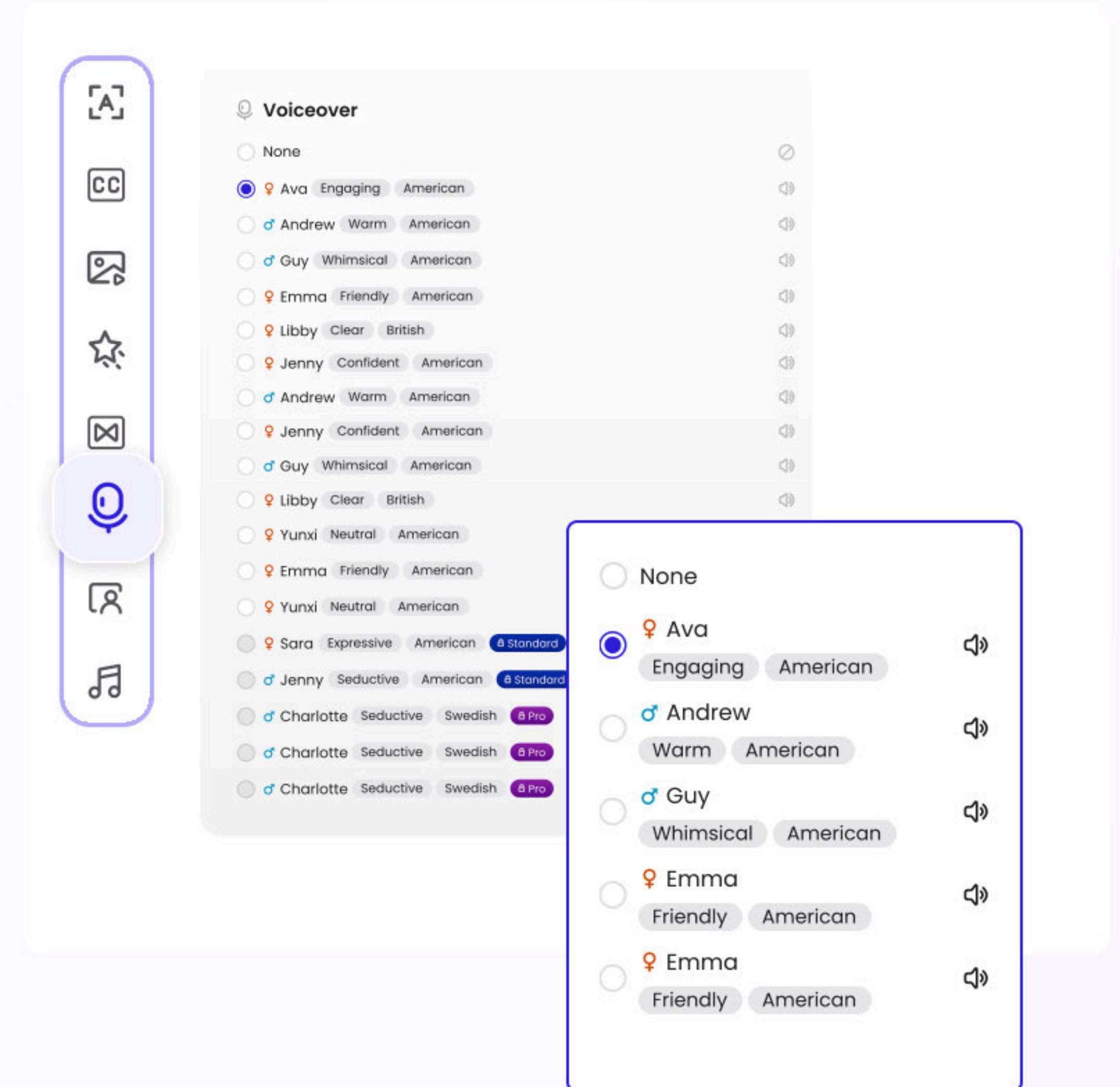
- Define language-specific typography and subtitle presets to maintain readability across different writing systems.
- Support bilingual subtitle layouts for multilingual content.
- Provide optional animation and word-level highlighting for emphasis and readability.
- Structure subtitle assets as a reusable library, creating a scalable foundation for localization without interrupting the core workflow.



Internationalization:

Voiceover & Background Music

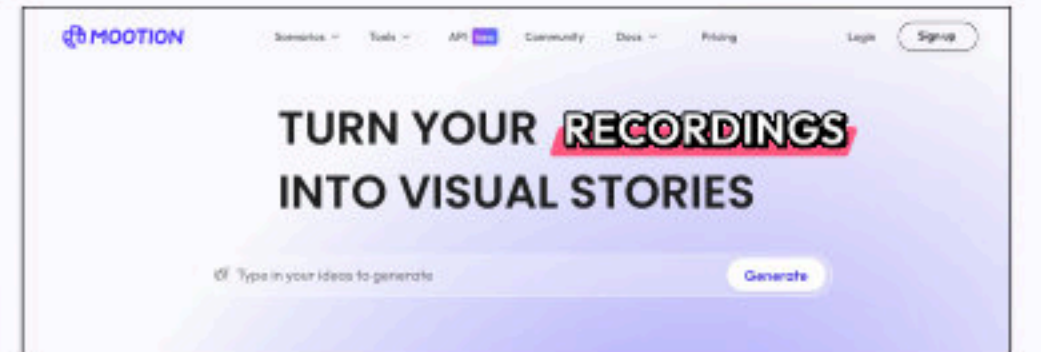
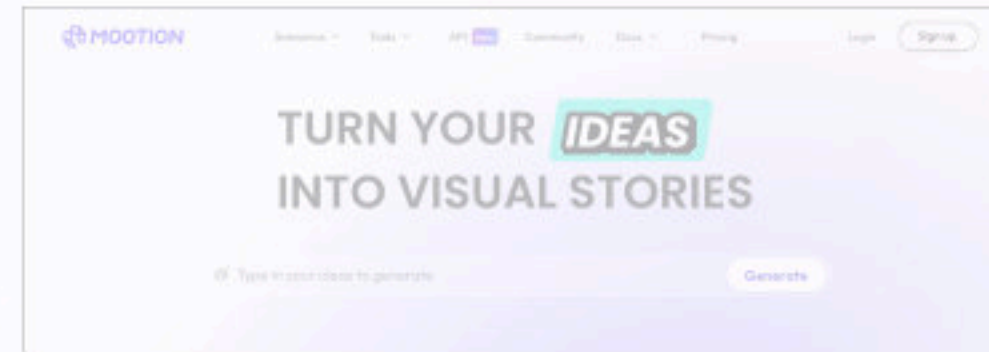
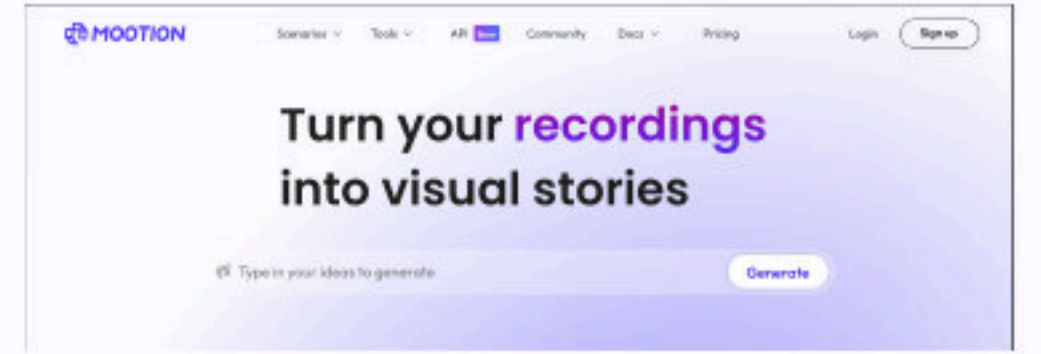
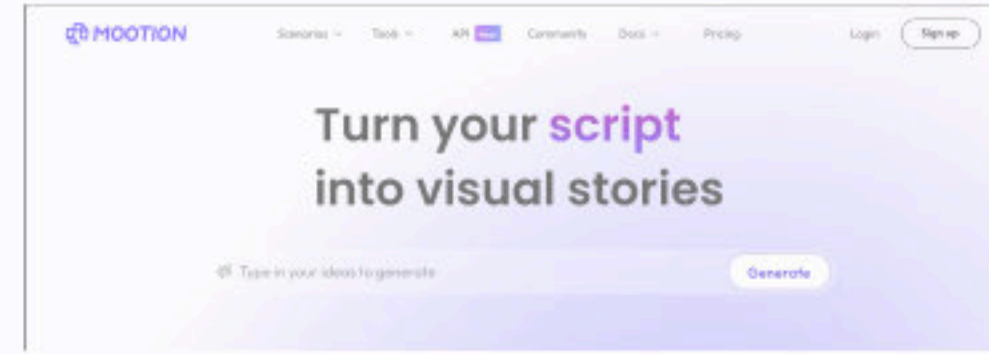
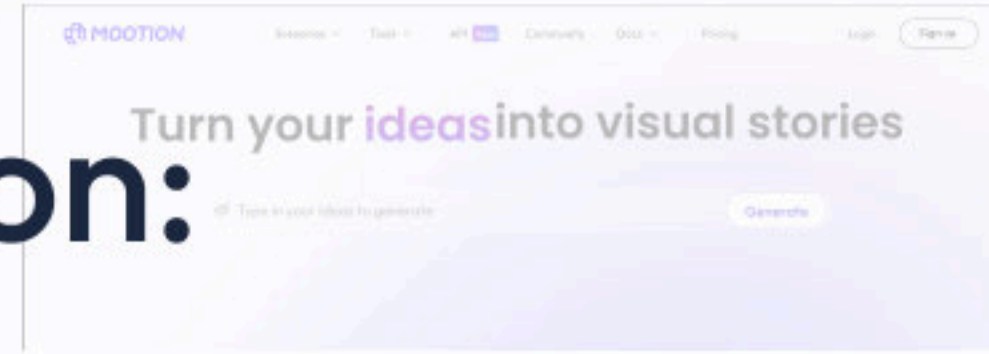
- Organize voice presets by language, accent, tone, and persona, making localized narration options easy to scan and compare.
- Keep voiceover and audio controls within the same creation environment to reduce context switching.
- Design the asset model to scale across standard and premium options without changing the core interaction pattern.
- Support audio preset selection within the same panel, enabling localized narration and soundtrack choices in one workflow.



Internationalization:

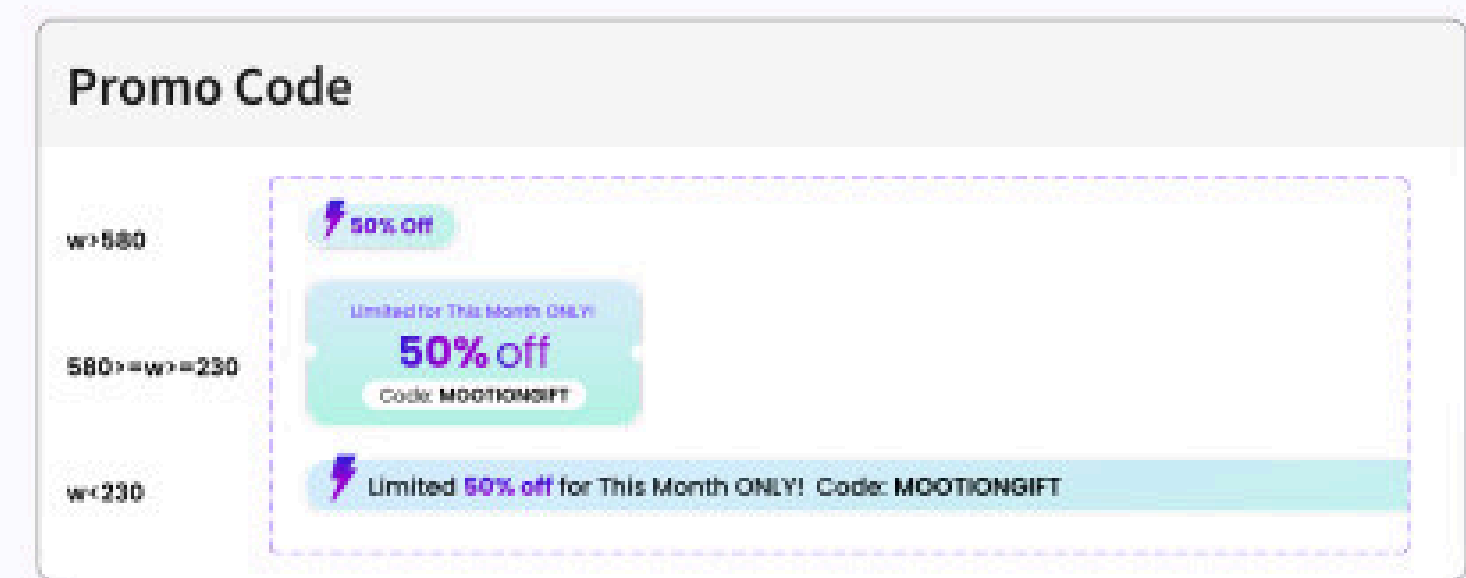
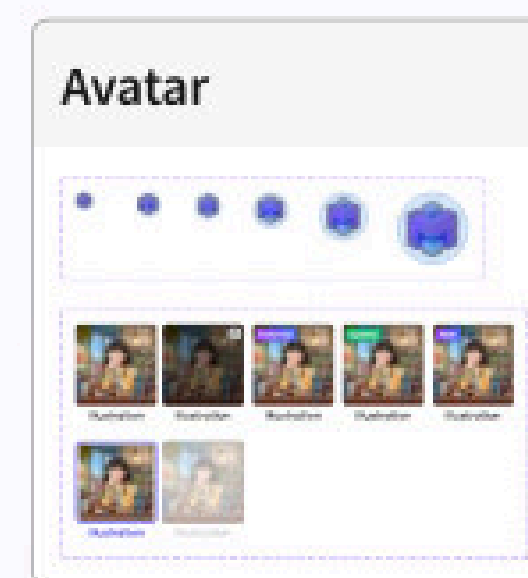
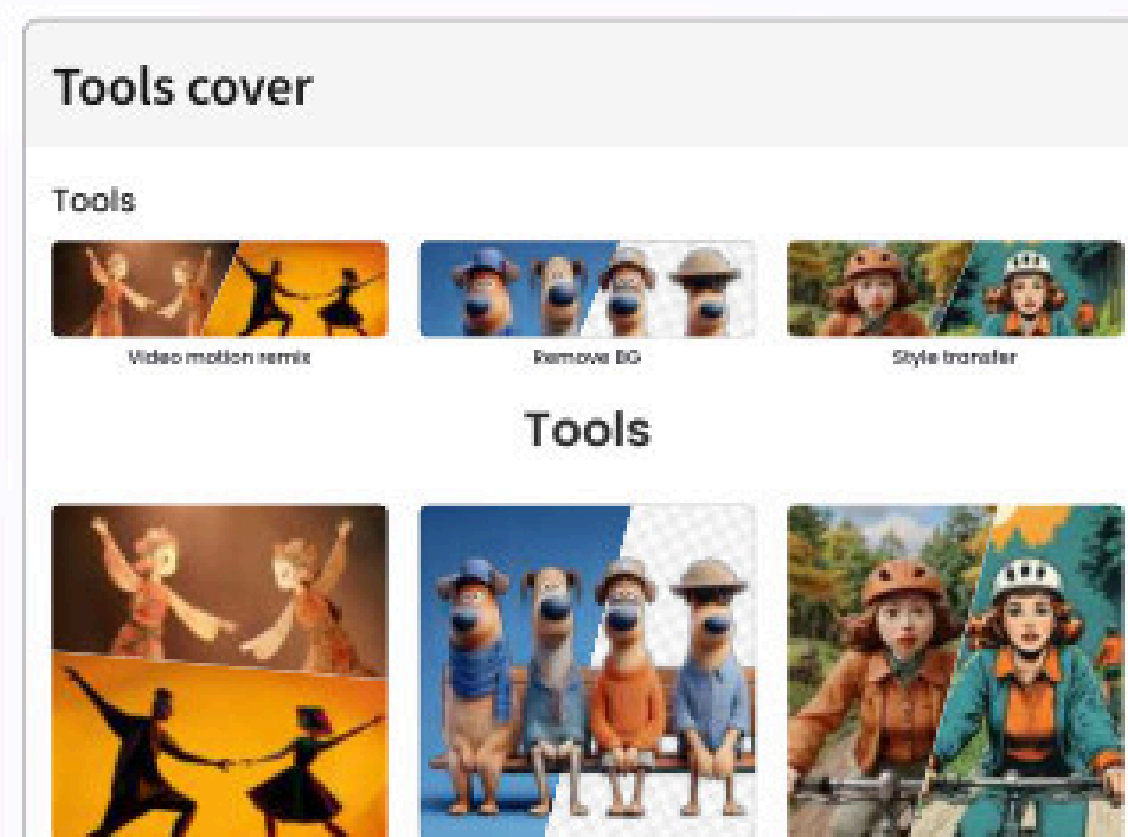
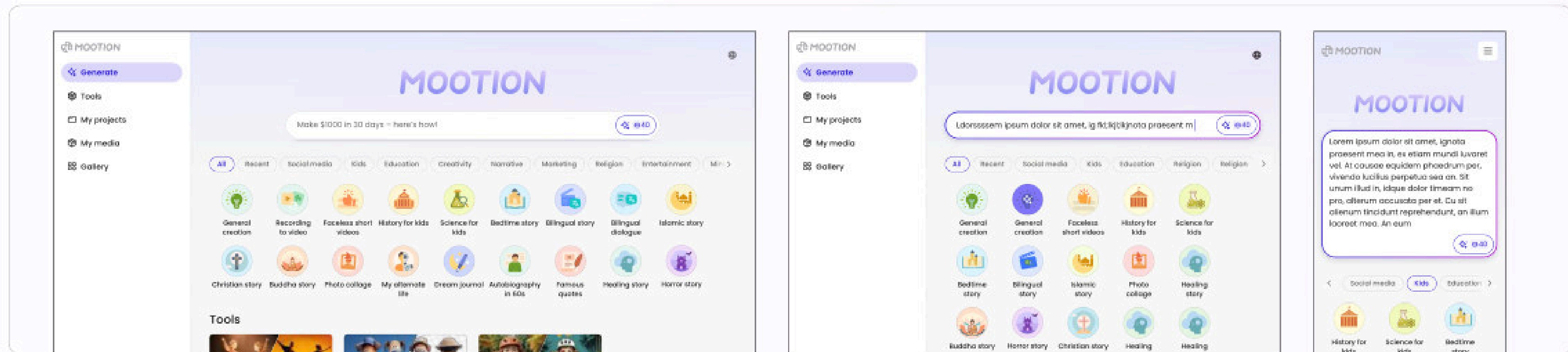
Adaptive Landing Page Localization

- Localize headline structures across English, Japanese, Simplified Chinese, and Traditional Chinese rather than translating word for word.
- Account for differences in word order, string length, and line breaks while preserving the same visual hierarchy.
- Use flexible layout rules so dynamic concepts such as ideas, scripts, and recordings can scale naturally across languages.



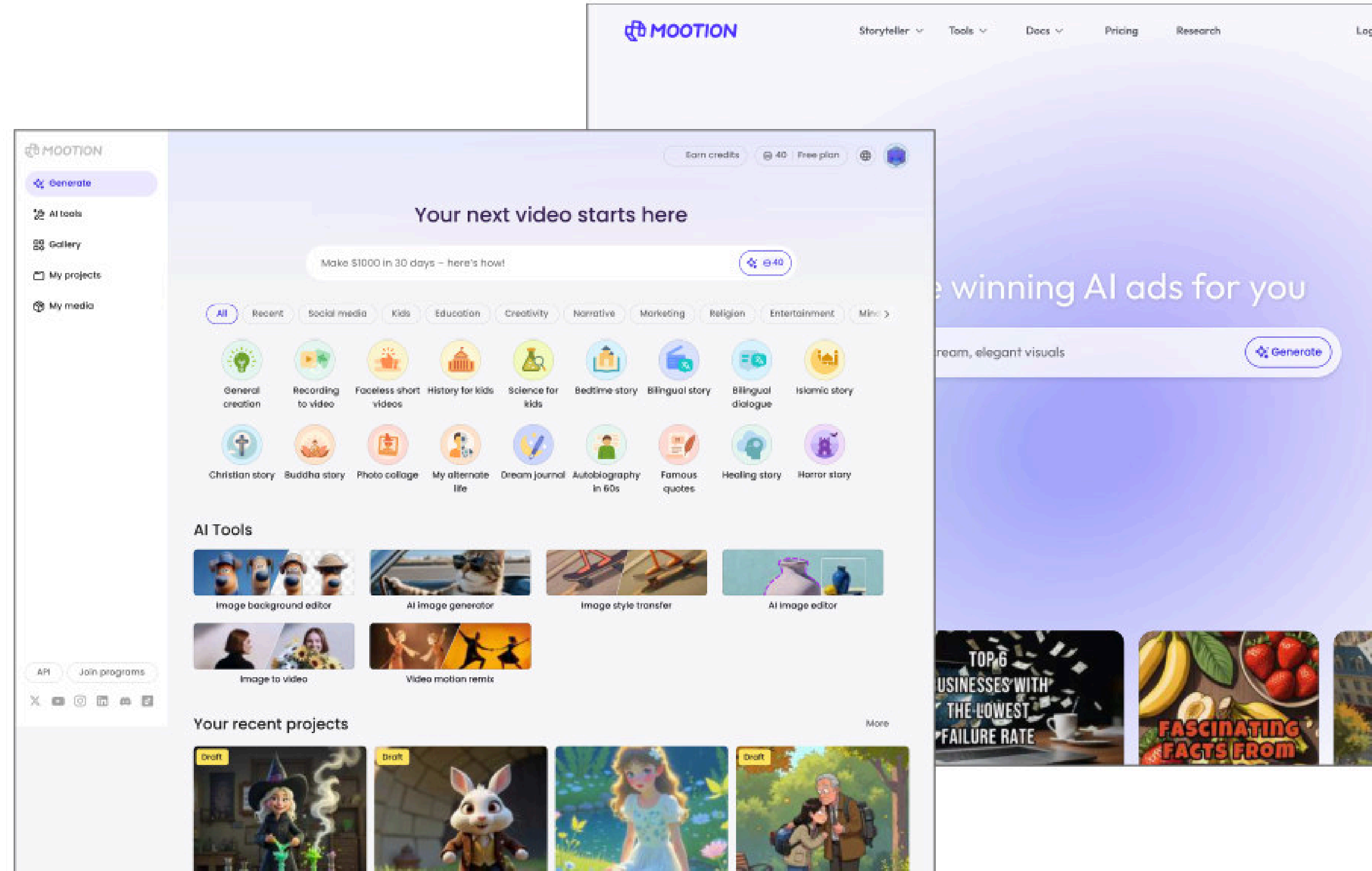
Cross-Platform Design System

- Built a shared design system to maintain consistency across product surfaces, interaction states, and feedback patterns.
- Standardized reusable components for navigation, buttons, inputs, popovers, loading, errors, and promotional states.
- Defined responsive behavior and implementation specifications to reduce design-to-engineering drift.

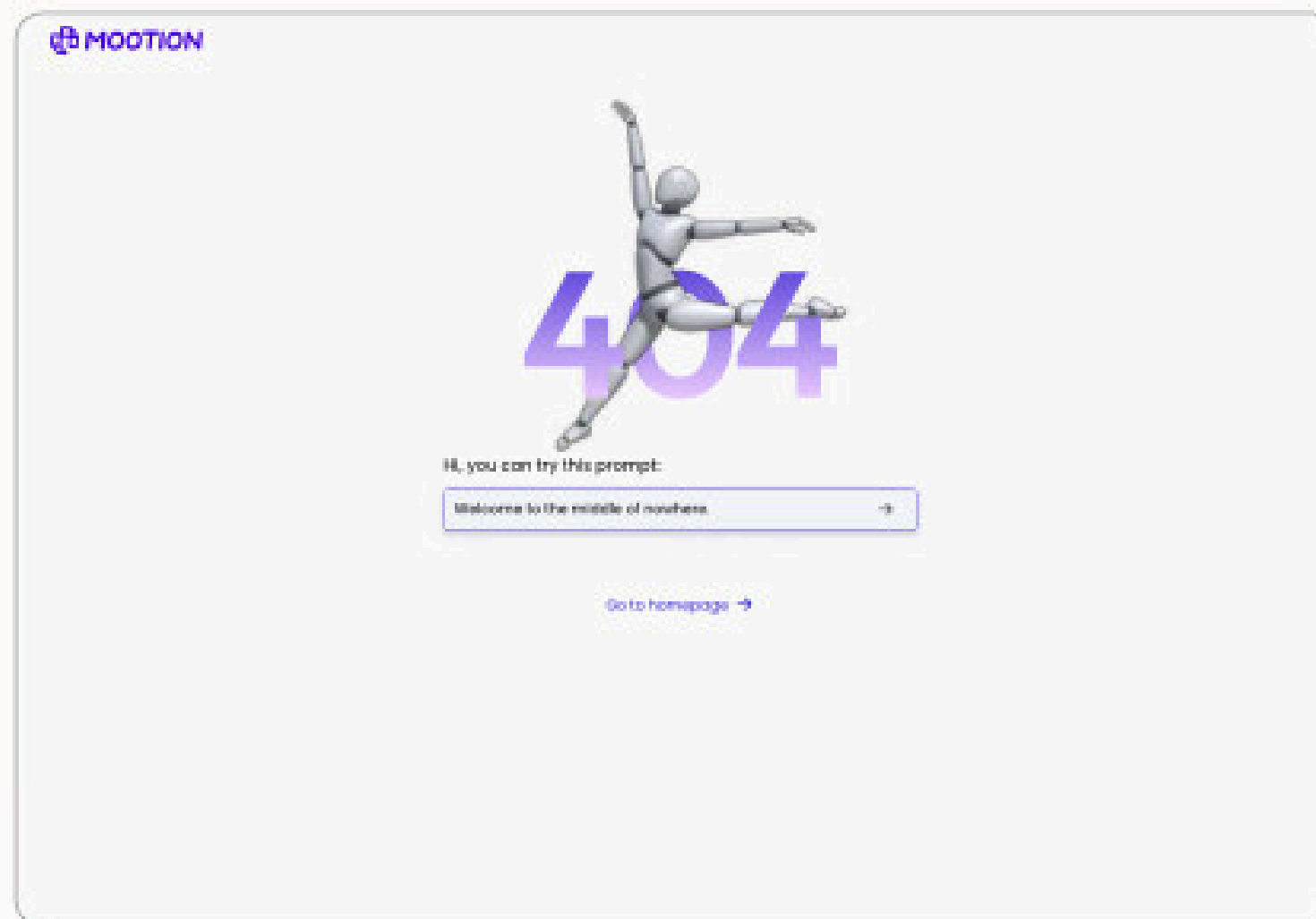


Designing the First-Run Experience

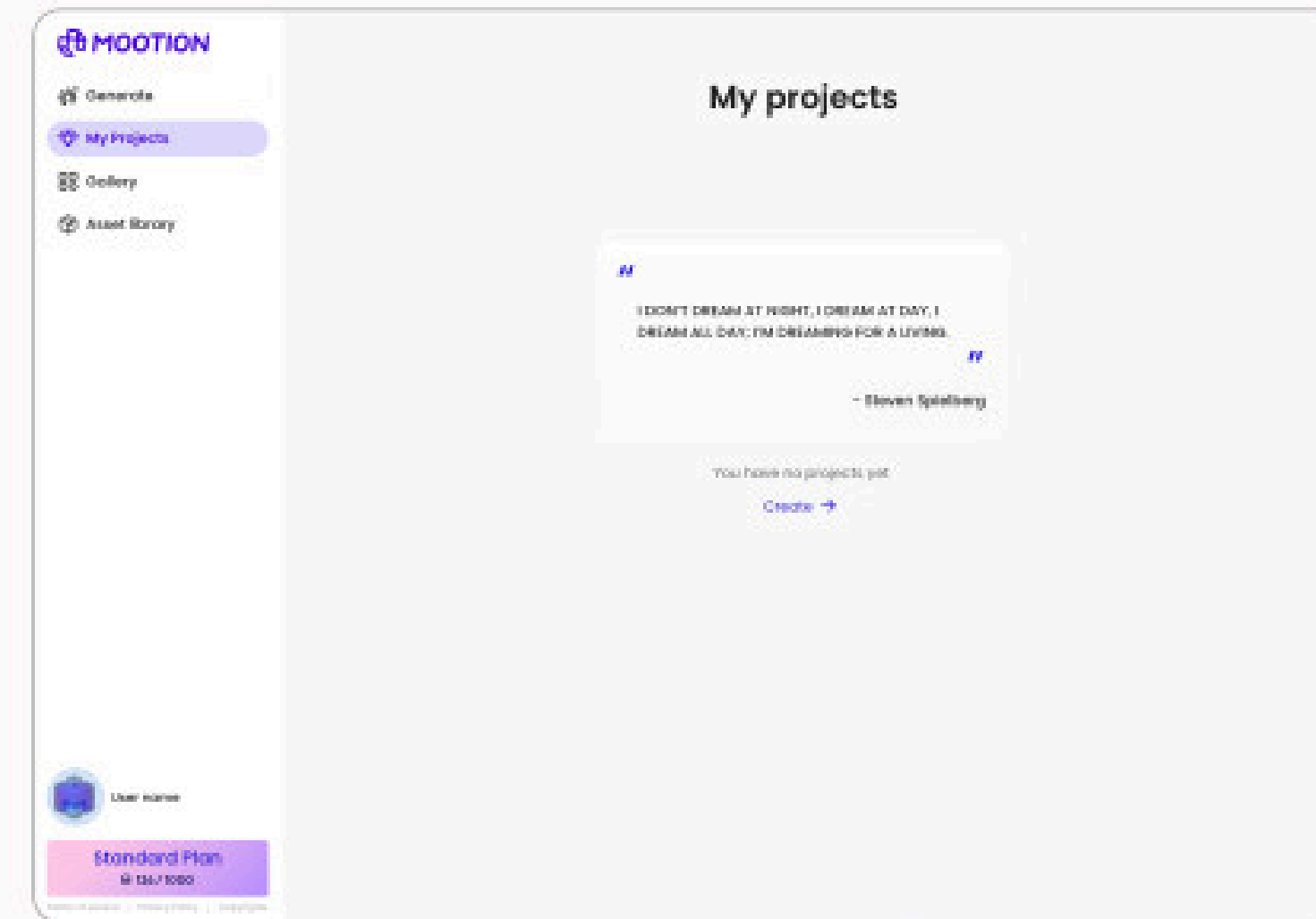
- Give first-time users a clear primary action and example prompts so they can start creating without learning the entire product first.
- Progressively surface popular scenarios and AI tools, balancing capability discovery with cognitive load.
- Keep recent projects visible so the same workspace works naturally for both first-time and returning users.



Empty & Error States



- Use error states to explain what happened and always provide a clear next action.
- Keep recovery paths direct: create a project, return to the homepage, or continue with a suggested prompt.



- Turn empty states into lightweight onboarding with a suggested prompt or creation entry point.



Lina Dong

AI can be probabilistic. The experience shouldn't feel unpredictable.

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