Lina Dong

Senior Product Designer

AI-native experiences | Design systems

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Professional Summary

Hands-on senior product designer with 14 years of experience across Adobe, Alibaba Health, entrepreneurship and Mootion, including three years designing AI-native products. Led product experience design for Mootion, a subscription AI SaaS platform, from the ground up; builds design systems and unifies product, website and brand design. Personally handles user research, complex interaction, visual design, high-fidelity prototypes and engineering delivery. Led multi-agent workflow design that raised video completion from about 30% to 60%, and a landing page redesign that lifted signup conversion from 12% to over 30%. Previously led a 7-person design team. Uses Cursor, Codex and Claude Code to build runnable prototypes and independent tools, working with engineers and founding teams to validate and ship quickly.

Education

Central Academy of Fine Arts (CAFA) | Bachelor's Degree
Digital Media & Interaction Design | 2007 - 2011

Work Experience

Independent AI Product Designer & Developer - Self-employed

Oct 2025 - Present

Portfolio of live products at linadong.design/lab. Independently handle problem framing, interaction design, development and launch, turning AI interaction ideas into working products people can try.

StateLab: Turns AI feature requirements into interactive prototypes covering waiting, authorization, failure and recovery states.

Design Evals: Uses AI to find brand and product experience opportunities from a target company's website and screenshots, producing evidence-backed, editable design diagnostics and proposals.

Layer Rebuild: Built an image layer-separation and PSD export tool so generated images can be used in print production, packaged as a reusable Agent Skill.

Personal website: Designed, built and launched a bilingual portfolio site, including SEO / GEO, structured data, AI-readable content, mobile experience and load performance.

Brand design: Independently delivered the logo, trademark registration, packaging and print production, and product imagery for Benelisse, a Chinese eco home-cleaning brand selling overseas.

Head of Product Design - Mootion.com

Sep 2022 - Oct 2025

Agentic AI video creation SaaS (subscription + credits) | 2M+ creators | 10M+ videos | 50+ countries and regions

Multi-agent workflows: Led Autoflow design across planning, scripting, storyboarding, animation and editing, coordinating four AI agents in a long-running workflow. Made intermediate outputs and progress visible, distinguished editable from locked states, and introduced two levels of user intervention. Video completion rose from approximately 30% to 60% following the redesign.

AI interaction and quality: Established reusable patterns for streaming, long-running tasks, failure recovery, uncertainty, capability guidance and user takeover at different levels of AI autonomy.

Model evaluation and prompting: Defined quality criteria for AI-generated video and used them to review workflow outputs; selected models for text-to-image, image-to-video and LoRA steps, and refined structured prompts.

Design systems and brand: Built the design system from scratch, covering visual language, components, responsive behavior, interaction states, AI-native motion and multilingual adaptation. Led brand visuals, the website, feature and landing pages and promotional videos, aligning product and public-facing experiences. Added a simulated generation process to the landing page, raising landing-to-signup conversion from 12% to over 30%.

Product delivery: Partnered with Product, Operations and Engineering from problem framing through prototypes, delivery, launch and iteration, refining incomplete requirements with scenarios and design hypotheses, and writing PRDs. Led a three-person design team and coordinated an outsourced 3D modeling team.

User research: Conducted exploratory and post-launch research to validate hypotheses, identify friction and inform priorities. Interviews with 10 potential users revealed that most target directors already had scripts, prompting the team to defer episodic script generation before development.

Subscription pricing and business decisions: Used community insights, interviews and purchase-event tracking to identify solo, part-time YouTube creators as core users and understand regional payment preferences. Informed regional pricing and plan benefits: Middle Eastern users wanted a lower entry price, while Japanese users prioritized output quality. Designed student discounts and a Credits referral program.

Experience Design Expert (Contract) - Gezhi Health Tech (Viatris Inc.) Apr 2022 - Sep 2022

Consumer mobile health | WeChat Mini Program | ~10M MAU as of 2025

UX expert in a BCG-led consulting team. Led end-to-end design of Yueya, a blood-pressure management Mini Program, covering flows, interaction and visual design, high-fidelity prototypes and a reusable design system, with lightweight interactions that support routine use.

Experience Design Expert (Contract) - Chaowei Robotics Tech Nov 2021 - Mar 2022

B2B inspection management platform | Web, desktop and robot interfaces

Led end-to-end interaction and visual design for the ITACS Web and desktop platform, structuring complex inspection and team workflows into reusable cross-platform patterns. Designed on-device UI, voice and behavior interactions for wheeled inspection robots working in extreme environments.

Co-founder - Beijing 3-Farmer Tech Aug 2016 - Oct 2021

On-demand grocery / O2O consumer platform

Co-founded the company and worked across product definition, service experience, brand, marketing and operations, extending the brand to digital and physical touchpoints. Turned user and market feedback into product and service decisions; helped grow the network to 400+ delivery partners across China.

UED Lead - Alibaba Health Dec 2014 - Apr 2016

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

Led a 7-person design team across consumer apps, Web and Taobao/Tmall health experiences, owning interaction and visual consistency. Established reusable patterns and components, led reviews and mentored designers. Partnered with Product and Engineering on key decisions and delivery; designed the Alibaba Health logo.

User Experience Designer - Adobe China R&D Jan 2011 - Dec 2014

iDev team

First full-time product designer on the iDev team at Adobe China R&D, responsible for interaction and visual design. Collaborated with engineers from concept and prototype through implementation; provided cross-team UX consultation and managed external design resources.

Core Skills

Product design: Zero-to-one product design, product definition and validation, user research, interaction and visual design, complex B2B workflows, consumer products and cross-platform Web, desktop and mobile experiences.

AI experiences: Human-AI interaction, Agentic UX, conversational AI, multi-agent workflows, AI state design, streaming, long-running tasks, user control and failure recovery.

SaaS product experience: Subscription and credits billing, regional pricing and plan design, signup conversion and paying-user analysis.

Systems and delivery: Design systems, responsive design, multilingual adaptation, brand and website design, UI motion, high-fidelity prototypes, AI-assisted prototyping and tool development, and design QA.

Tools and Languages

Design tools: Figma, Framer, Stitch, Adobe Creative Cloud | **AI-assisted development:** Cursor, Codex, Claude Code

Languages: Mandarin Chinese (native) | English (working proficiency) | French (elementary)