

JIAQI WANG

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Strategic and innovative designer specialized in **crafting engaging consumer-facing experiences that drive growth and business impact**. Proven expertise in driving **0-1 design** in complex and ambiguous environment with AI-driven, data-informed, and scalable design solutions.

EXPERIENCES

Product Designer | Meta Reality Labs

Burlingame, CA | Jun, 2025 - Present

- Architected the strategic unification of the Metaverse Digigoods ecosystem, consolidating **50+** fragmented commerce surfaces across **3** product lines and **6** teams into a cohesive cross-platform framework (VR, Mobile, Web) with transactional parity, dissolving years of design and dev debt while driving buyer confidence and scaling global creator monetization
- Spearheaded a systemic overhaul of Metaverse core engagement loop, unifying the siloed quest/reward system into a streamlined "earn-and-redeem" cycle, driving a **17%** lift in MAU and measurable increases in session duration and platform stickiness
- Optimized design velocity by integrating an **AI-augmented stack (Figma Make, Gemini, MCP Cursor)** that automates design production—reducing overhead and reallocating team resources toward high-impact strategy and product innovation
- Scaled cross-org impact by leading **10+** executive reviews and partnering with **20+** designers to unify visual standards, harmonizing Metaverse Avatar/Digigoods ecosystem across FB/IG to ensure systemic consistency and cross-platform parity

Senior Product Designer | Samsung Research America

Mountain View, CA | Jan, 2022 - Jun, 2025

- Pioneered the **1st AI-driven strategic initiative** that transformed Samsung Health into a proactive, AI-native health engine. By driving the **0-1 LLM agent design**, systemizing data visualizations, and optimizing behavioral-led onboarding, this initiative reduced user drop-off by **44%** and achieved **4.5+/5** sentiment ratings for personalization—establishing the commercial blueprint for AI-driven health engagement globally
- Elevated design craft and accelerated product velocity by establishing a cross-platform design system with an open-source mobile SDK, synchronizing workflows across **7** teams via **300+** components and **200+** styles with **1K+** weekly library inserts
- Elevated organizational UX maturity by mentoring **5** designers and spearheading recruitment for **3** key hires; cultivated a high-performance design culture through structured knowledge-sharing and cross-functional advocacy.

Founding Product Designer | Bunches

Santa Clara, CA | Jul. 2020 - Jan. 2022

- Spearheaded the **0-1 design** of the growth and monetization engine, driving a **9,600%** increase in total users and a **5,400%** expansion of the creator ecosystem

Product Designer | Stanford Healthcare Innovation Lab

Palo Alto, CA | Apr. 2020 - Jul. 2020

- Revamped information architecture and acquisition flows of a clinical research platform, enabling **6K+** users to contribute high-quality data to critical research

EDUCATION

Carnegie Mellon University

Pittsburgh, PA | 2019

M.A., Human-Computer Interaction Institute

Fudan University

Shanghai, China | 2018

B.A., English Language and Literature

SKILLS

Craft

Interaction Design | Advanced Prototyping
Design System | Visual Design | Service Design

Leadership

Product Strategy | System Thinking | DesignOps
XFN Alignment | Talent Development

AI Workflow

Prompt Engineering | Generative UI Exploration
AI-Assisted Prototyping | Edge-Case Mapping

Tools

Figma (Make) | Principle | Origami | Adobe CC
ChatGPT | Gemini | Google AI Studio & Stitch
Cursor & MCP | Claude | Anthropic | Lovable

Domain Expertise

Creator Economy & Marketplace | Wearable UX
AI-Native Ecosystems | Digital Health | Spatial
Computing & VR

AWARDS

iF Design Award

UX Design Award

Recognized for a 0-1 cross-platform solution that revolutionizes workflow and productivity in healthcare industry