

Cylia (Yichun) Wang

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Senior Product Designer with 7+ years of experience designing large-scale platforms and complex product workflows. Skilled in simplifying complexity, improving efficiency, and driving product adoption through intuitive, scalable experiences.

EXPERIENCE

6sense

April 2025 - Feb 2026
San Francisco, CA

Sr. product designer, B2B Growth

- Design Lead for Platform Enablement team, owning upper-funnel experience design across onboarding, authentication, and user management.
- Contributed to scalable platform foundations, supporting long-term growth resulting in 6sense being named a Leader in The Forrester Wave™: Revenue Marketing Platforms for B2B, Q1 2026.
- Mapped the enterprise onboarding journey and standardized event tracking across GTM teams; redesigned the OAuth integration flow to reduce time to integration by 40%.

Meta

Sep 2024 - Feb 2025
Menlo Park, CA

Product designer, Sales Intelligence

- Transformed how sales teams plan and prioritize pipeline strategy by redesigning account planning workflows, increasing CRM adoption from 26% to 95% in H2 2024 and enabling sustained operational usage.
- Created scalable decision systems and data visualizations that surfaced account health, risk, and opportunity at scale, increasing leadership visibility by 40% and enabling faster, more confident decisions.

Intuit

Feb 2022 - Sep 2024
Mountain View, CA

Product designer, AI+Data

- Sole designer driving a next-generation data lake management platform, removing access and governance friction that constrained data adoption and AI velocity. Reduced data access time by 97% (from 45 days to 1.2 days), enabling faster experimentation and AI deployment across multiple product teams.
- Led cross-functional collaboration across Data Processing, Developer Platform, and AI teams to set the strategic direction for data access and ownership. Established scalable data foundations that improved accountability, unblocked downstream product teams, and accelerated long-term AI and growth initiatives.

Cisco

May 2020-Aug 2020
San Francisco, CA

UX Designer, Intern, AI/ML

- Key contributor to WebEx AI Assistant's conversational AI innovation, propelling the conceptualization and iteration of end-to-end designs, and delivering multiple demos and prototypes that influenced product strategy and decision-making.
- Partnered with PMs, engineers, researchers, and content strategists to shape high-level strategic decisions, driving alignment and delivering a seamless user experience.

Moneylion

Feb 2019-Jul 2019
San Francisco, CA

Product Designer, Growth

- Drove onboarding and fraud-prevention improvements to reduce early drop-off and build user trust, contributing to 3.2M new user acquisitions and increasing user retention by 15% YoY.
- Played a key role in a Webby Award-winning fintech product, positioning MoneyLion as a leader in personalized financial services ahead of its IPO.

EDUCATION

California College of the Arts

Sep.2016-Jun.2018 | San Francisco, CA
MFA, Interaction Design
Specialized in Human-Computer Interaction (HCI)

Google UX Design Certificate

May.2021 | San Francisco, CA
Foundation of User Experience (UX) Design

China Academy of Art

Sep 2010-Aug 2014 | Hangzhou, China
BA, Integrated Design
First-Class Scholarship recipient (Top 1%)

SKILLS

Core

Design Strategy, User-Centered Design, Data Visualization, Interaction Design, Prototyping, Design Systems, Activation & Retention Design, AI-Enabled Workflows

Research

Usability Testing, Experimentation (A/B Testing), Funnel Analysis, User Research, Behavioral Insights

Tools

Figma, Sketch, Adobe Creative Suite, Miro, Lucidchart, Amplitude.

Languages

Mandarin (native)
English (professional)