JUNYI DING

Senior Product Designer

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ABOUT

Senior AI Product Designer with 5+ years leading design strategy and execution across AI-driven Robotics, Fintech, and SaaS products. Proven ability to deliver impactful, data-driven end-to-end design solutions at scale.

SKILLS

Core Competencies

Product Strategy & Vision, AI & Machine Learning UX, Complex Problem-solving, Cross-functional Collaboration, Design Leadership & Mentorship, Data-driven Design Interaction & Visual Design Excellence, User Research & Insights

Technical Expertise

Prototyping (HTML/CSS/JS, ProtoPie, Framer), Motion Graphics (After Effects, Lottie), 3D Modeling (Blender, C4D)

EDUCATION

University of California, Berkeley

Master of Architecture

Annual Design Award / Full-Tuition Scholarships

Aug 2018 - May 2020

Stanford University

Human Computer Interaction (SCPD)

Aug 2022 - Aug 2024

Dalian University of Technology

Bachelor of Architecture

Sep 2013 - June 2018

EXPERIENCE

Senior Product Designer, AI   **GEICO (Auto Insurance)**

March 2025 - Present   Palo Alto, CA

- Led end-to-end UX design for GEICO's AI Customer Assistant across mobile, web, and internal agent tools. Increased self-service rate from **47%** to **60%**, achieving **$17.5M** in annual cost savings.
- Redesigned AI-powered agent tools, cutting average handling time by **4s**.
- Elevated customer satisfaction **(4.5/5)** through iterative, data-informed UX enhancements.
- Systematized AI interaction patterns and fallback behaviors into scalable modules, contributing to GEICO's internal **Hue Design System**.

Head of Design, AI   **RoboForce (AI Robotics)**

Sep 2023 - March 2025   Milpitas, CA

- Led product design for **RoboForce Copilot**, an AI-powered robotics management platform used in large-scale solar farms, enabling efficient task assignment and robot navigation with 3D visualization and Lidar.
- Built and led a high-performing design team; optimized workflow processes, shortening product iteration cycles by **30%**.
- Additionally contributed to brand identity, industrial concept design, and go-to-market marketing/website to support early-stage alignment. Led to **$15M** in pre-A funding.

Founding Product Designer   **Sperta (B2B SaaS)**

Dec 2021 - Sep 2023   Remote

- Led design team **(3 designers)** launching Sperta's financial workflow automation platform, improving data accuracy and operational efficiency by **45%**.
- Defined and implemented scalable **design systems** for cohesive user experiences.
- Mapped users' mental models to system logic, making complex automation workflows intuitive and trustworthy.
- Collaborated directly with executive stakeholders to align design strategy with business growth.

Product Designer   **HamsaPay (Fintech)**

Jan 2021 - Nov 2021   Remote

- Crafted a blockchain-based invoice financing platform for small businesses, accelerating invoice processing and achieving **130%** user growth in three months and a **40%** increase in new customers within six months (clients included **Uber Eats**, **Target**, and **Microsoft**)

3D Designer   **DGA (Design Agency)**

July 2020 - Jan 2021   Mountain View, CA

- Delivered 3D projects for major clients such as **Apple** and **Amazon**, utilizing Adobe Creative Suite and 3D software, including CAD and Rhino.