

As a seasoned Product Designer, Alana specializes in fintech, healthcare, and SaaS. She applies speculative and participatory design philosophies to enhance products at Bytedance Global Payment, serving 2M daily users, and injects creativity into projects at dynamic agencies across LA & SH.

Professional Experiences

Bytedance

Product Designer May. 2025 - Now Shanghai, Onsite

At Bytedance's Global Payments, I provided comprehensive fintech solutions for products including TTShop, TTLive, TTGo, also own essential platform capabilities like KYC.

- 1. I led the design from inception to launch for TikTok Shop Balance, which included the TikTok Shop Balance wallet and aftersale refund process. The product was launched in over 10 countries including the US, UK, MX, TH, ID, and MY, etc.
- 2. I spearheaded the design of the general KYC capability for TikTok related BAU projects, which was utilized across TT Shop, TT Live, Creator Card, etc. Led to a significant increase in the KYC E2E rate up to 71.3%.
- 3. In collaboration with the product and solution team, I designed the main user flow modules for the all-in-one TikTok wallet - TikTok Pay. Included onboarding, homepage, KYC, and refund processes etc. The product was initially launched in Indonesia and later on, the design was utilized for localization at Vietnam and Malaysia markets.

MoeGo

Product Designer Aug. 2023 - Nov.2023 Remote, US

MoeGo is a cloud-based platform streamlining pet grooming business operations.

- 1. Spearheaded the development and implementation of MoeGo's first comprehensive design system, crafting over 60 components, reducing design inconsistencies by 90%.
- 2. Led the redesign of MoeGo's web application, coordinating with three product squads, achieving a 25% increase in user session duration and a 15% rise in monthly active users.
- 3. Conducted company-wide workshops and provided advanced training in Figma techniques, enhancing design efficiency by 30% and improving cross-departmental collaboration by 40%.

Invoy

Product Designer Nov. 2021 - Nov. 2022 Irvine, CA

Invoy is a healthcare company in weight management through breath analysis technology.

- 1. Collaborated in designing and launching the Invoy 6.1 app on iOS and Android, integrating illustration library contains more than 200 customized illustration icons fits for the new branding that contributed to an 800-user increase in daily active users.
- 2. Developed Invoy's inaugural unified design and development system, boosting product development efficiency by 27% across multiple platforms.

Skills

Interaction Design
Visual&UI Design
Design System
Motion Design
Design Research
A/B Testing
Design Strategy
AR/VR/XR Prototyping
Physical Computing

Tools

Figma /Sketch/XD
Unity/C4D
Spline
Adobe Creative Suite
Lens Studio
Spark AR
Webflow
Miro, Notion, Jira

Education

Master of Fine Arts / 2019-2021
Art Center College of Design

Media Design Practices

Bachelor of Arts / 2012-2016
East China Normal University

Industrial Design