

Chuanyi (Zoe) Qin

Product Designer | SaaS UX/UI | Design Systems | AI-Augmented Workflows

Los Angeles, CA · chuanyiqin@gmail.com · [LinkedIn](#) · Portfolio: chuanyiqin.com

PROFILE

End-to-end Product Designer with 4+ years of experience designing and shipping SaaS products in startup environments. As Byrst's sole designer, I have partnered directly with founders and engineers across product strategy, UX/UI, design systems, implementation, and launch. I bring earlier experience leading design teams and complex cross-disciplinary projects. I use an AI-augmented workflow to accelerate exploration, production, and design QA.

EXPERIENCE

Product Designer — Byrst Inc.

Mar 2022 – Present

Full-time through May 2026; consultant since June 2026

- Owned end-to-end product design for Byrst's 3D SaaS platform, from problem framing and user flows through UI design and launch; contributed to its early-stage iOS app UX/UI.
- Built and maintained a scalable design system supporting 5+ major product features across the platform, onboarding, and customer-facing experiences.
- Partnered directly with founders and engineers in an agile startup environment, balancing user needs, business priorities, and technical constraints.
- Designed and built app.byrst.com and byrst.com in Webflow, reducing design-to-development dependencies and enabling faster iteration.
- Established an AI-augmented workflow using ChatGPT and Claude for exploration, content refinement, implementation support, and design QA.
- Extended design ownership across product, marketing, sales, and investor communications.

UX/UI & Marketing Design Consultant — Freelance

2017 – 2022

Delivered UX/UI, branding, marketing, and experiential design projects across multiple industries.

Design & Marketing Director (Consultant) — Best Cheer Stone

2013 – 2017

- Built and led a small design and marketing team, establishing workflows that supported operations across five warehouse and showroom locations in the U.S.
- Directed major showroom and international exhibition projects, coordinating budgets, vendors, production, and delivery across the U.S., Italy, and China.

Creative Director & Founder — Cre8tive Revolution

2006 – 2014

Founded and operated a design agency delivering branding and experiential design projects.

SKILLS

Product Design	UX/UI Design, Design Systems, Product Strategy, User Flows, Information Architecture, Wireframing, Prototyping, Usability Testing
Web	Webflow Development, Responsive Web Design
Tools & AI	Figma, Webflow, Adobe Creative Cloud, ChatGPT, Claude
Leadership	Team Leadership, Cross-functional Collaboration, Stakeholder Management
Languages	Mandarin Chinese (Native), English (Professional)

EDUCATION

UX Design Career Track

Springboard

B.A. in Studio Art

Kenyon College