

Chuanyi (Zoe) Qin

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

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PROFILE

Product designer with 4+ years shipping SaaS products in a startup environment, backed by 20 years of multidisciplinary design experience. As Byrst's sole designer, I partner directly with founders and engineers across product strategy, UX/UI, design systems, Webflow implementation, and launch. I have built design functions from the ground up across a global manufacturing group, its five-location U.S. subsidiary, two early-stage startups, and my own agency. I use AI-augmented workflows to accelerate exploration, production, and design QA.

EXPERIENCE

Product Designer - Byrst, Inc.

Mar 2022 – Present

Byrst is a real-world 3D data platform for spatial AI, robotics, and immersive commerce, capturing, processing, and deploying 3D data at scale.

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, implementation, and launch.
- Built and maintained a scalable design system used across 5+ major product features, onboarding, and customer-facing experiences.
- Designed and built app.byrst.com and byrst.com in Webflow, bringing interface production in-house, reducing handoff dependencies, and enabling faster iteration.
- Partnered directly with founders and engineers in an agile startup environment, balancing user needs, business priorities, and technical constraints.
- Established an AI-augmented workflow using ChatGPT and Claude for exploration, content refinement, implementation, and design QA.
- Extended design ownership beyond the core product to marketing, sales, and investor communications.

Lead Designer - Foresight Risk and Insurance Services

2021 – 2022

Foresight provides workers' compensation insurance built for agents, improving client safety and lowering rates.

- Established the design function as Foresight's first full-time, sole in-house designer, refining the brand identity and building a scalable asset library.
- Led end-to-end design across web, campaigns, sales collateral, presentations, and infographics while supporting marketing, sales, claims, and executive teams.

UX/UI & Marketing Design Consultant - Freelance

2017 – 2021

- Worked directly with the founder of boutique-homes.com as the sole designer on a multi-month mobile web redesign during the company's platform transition.
Boutique-Homes.com is a global curated travel and vacation rental platform (Boutique Life, Inc.), headquartered in New York.
- Completed a UX research and product strategy engagement for What's In My Jar, reframing a subscription-conversion brief around audience needs and delivering a tested high-fidelity prototype.
- Designed trade show booths including Spectrum Quartz at KBIS 2020 in Las Vegas and Peakson Quartz at the 2019 Xiamen Stone Fair.

Design & Marketing Director (Consultant) - Best Cheer Stone Inc., USA

2013 – 2017

Best Cheer Stone, Inc. is a major wholesale building materials supplier and the North American division of a vertically integrated global stone enterprise.

- Built and led the design and marketing function from scratch for the five-location U.S. subsidiary of the world's largest vertically integrated stone group, establishing the team, workflows, and brand standards.
- As sole designer, designed four flagship U.S. showrooms and twelve booths for major international exhibitions across the U.S. and Italy. The work spanned kitchen and bathroom interiors, custom stone furniture, tile patterns, mosaics, environmental graphics, catalogs, and integrated event marketing campaigns.
- Managed international production and delivery end to end, setting budgets, negotiating vendor pricing, and coordinating teams across the U.S., Europe, and China to align specifications, materials, products, shipping, timelines, installation, and customer events.
- Design and marketing initiatives supported 30% year-over-year growth, with kitchen cabinet revenue increasing 400% over two years following the showroom program.

Creative Director & Founder - Cre8tive Revolution, Shenzhen

2006 – 2014

- Founded and led a Shenzhen-based branding and experiential design agency, building a multidisciplinary team and serving international clients across technology, hospitality, life sciences, and luxury, including PTC, The Ritz-Carlton Shenzhen, Marco Polo Shenzhen, BGI, and Simpson Marine.
- Directed branding, marketing, digital, print, and experiential projects while managing client relationships, contract negotiations, budgets, timelines, and delivery.

Creative Director - Best Cheer Stone Group, Shenzhen

2003 – 2006

Best Cheer Stone Group is the world's largest vertically integrated stone company, headquartered in Shenzhen, China.

- Joined as the group's first designer and built the design function from scratch, growing and leading a team of designers.
- Led global branding, corporate identity, and product design and development from the Shenzhen headquarters, helping position the world's largest vertically integrated stone group as one of the most recognized suppliers in the field.
- Directed design and fabrication for international trade fairs and showrooms, translating brand strategy into physical spaces and materials.

SKILLS

Product Design	UX/UI Design, Design Systems, Product Strategy, User Research, User Flows, Information Architecture, Wireframing, Prototyping, Usability Testing
Web	Webflow Development, Responsive Web Design
Tools & AI	Figma, Adobe Creative Cloud, Claude, ChatGPT, AI-Augmented Workflows
Brand & Environmental	Brand Identity, Brand Strategy, Exhibition & Showroom Design, Spatial Design
Leadership & Ops	Design Function Building & Team Leadership, Cross-functional Collaboration, Stakeholder Management, Vendor, Production & Budget Management, Agile Product Development
Languages	Mandarin Chinese (Native), English (Professional)

EDUCATION

UX Design Career Track	Springboard
B.A. in Studio Art	Kenyon College