

Jiaru (Gia) Xie

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Experience

May 2026 - PRESENT

Vicino AI, WA – Product Design Lead

- Lead end-to-end product design for an **AI-native marketing platform** that transforms business goals, brand signals, and performance data into campaign strategies, creative assets, and measurable recommendations.
- Defined the core **product architecture** and **human-in-the-loop** workflows across campaign planning, content generation, review, performance measurement, and brand intelligence while partnering with founders and engineers to shape the MVP.
- **Lead 5-people-design team's** day-to-day workflow by defining project processes, clarifying ownership and priorities, reviewing design work, and providing feedback to maintain product quality and consistency.

Jan 2021 - June 2024

TikTok, Beijing – Product Designer

- Served as the **design POC** across three product areas, partnering with product, engineering, data, and operations teams to deliver experiences for **creators, advertisers, and platform operators**.
- Led product design for DOU+, Douyin's **self-service promotion product**, covering campaign setup, purchasing, delivery, and performance management experiences, serving **5M+ users**.
- Redesigned the DOU+ purchase journey by identifying critical user drop-off points and reducing the flow from 10 steps to 6, improving order **conversion and seven-day advertiser spending**.
- Designed data-heavy **B2B advertising products** within Ocean Engine, including campaign diagnostics, automated ad management, performance reporting, AI-assisted recommendations, and user education systems.
- Designed the **core matching and collaboration experience** for a creator–advertiser marketplace, enabling more scalable discovery, campaign coordination, and commercial partnerships.
- Contributed to a **multi-platform advertising design system**, defining reusable interaction patterns, component guidance, product states, and implementation standards across **40+ product surfaces**.

May 2025 - May 2026

Entertainment Oxygen, CA – Product Designer

- Lead end-to-end product design across eoFlix and CineLot, simplifying workflows spanning festival submission, content distribution, filmmaker communication, and monetization.

Education

Sep 2024 - Mar 2026

University of Washington, WA – MS in Technology Innovation

Sep 2017 - June 2021

Communication University of China, Beijing – BA in Digital Media

Skills

English, Chinese(mandarin), AI Product Design, B2B SaaS, Platform UX, Monetization, Marketplace Design, Design Systems