

Yuhui (Kingsley) Qi

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Product Designer with 8+ years of experience designing consumer products, enterprise platforms, and AI-powered experiences. Skilled in end-to-end product design, complex systems, and scalable interaction frameworks.

WORK EXPERIENCE

Head of Product Design | Legacy Dept New York, United States, Feb 2025 – Present

B2C: A consumer mobile platform combining location-based discovery, personalization, and community-driven engagement.

- Drove product strategy and design direction for a consumer platform, leveraging user insights and behavioral signals to evolve product direction, influence roadmap decisions, and define scalable experiences.
- Defined AI-assisted personalization strategies and recommendation experiences, improving content relevance, user engagement, product adoption, and retention.
- Established scalable design systems and reusable patterns to improve product consistency, enable cross-functional alignment, and support product growth.

B2B: An enterprise SaaS platform designed to support complex workflows, scalable systems, and consistent product experiences.

- Defined enterprise workflows and product frameworks, translating complex business requirements into scalable experiences through modular systems and reusable patterns.
- Created modular design frameworks and documentation practices, partnering with cross-functional stakeholders to align design decisions with product strategy and business goals.

Product Designer, Digital Designer | Honest Media New York, United States, Oct 2023 - Feb 2025

- Led end-to-end product design across consumer and digital products, translating business objectives and user insights into scalable experiences, workflows, and interaction models.
- Optimized hospitality booking experiences through usability testing and funnel analysis, identifying friction points and improving user retention by 15%.
- Defined product direction for 1BidWins, an early-stage auction marketplace, designing user journeys, interaction patterns, and scalable product experiences.
- Collaborated with cross-functional teams and clients to deliver digital products, balancing user needs, business goals, and implementation constraints.

Founding Product Designer | Douller LLC New York, United States, Aug 2023 - Jul 2024

- Led 0→1 product design and product strategy for a consumer marketplace platform, defining product strategy, experience architecture, user journeys, and scalable interaction patterns from concept to launch.
- Validated and iterated on onboarding and marketplace experiences through user research, prototyping, and experimentation, driving 17%+ user growth.
- Defined AI-powered pricing and conversational decision-support experiences to improve seller pricing confidence, buyer decision-making, and marketplace engagement.
- Established scalable product foundations and design frameworks to enable consistent experiences and rapid iteration.

Creative Designer | McCann Worldgroup Shanghai, China, Dec 2020 - Jul 2021

- Designed digital experiences and interactive content for global brands including Valentino Beauty, Armani Beauty, LEGO, and Cisco, creating engaging consumer experiences across platforms.
- Developed experiential concepts and launch strategies for Valentino Beauty in China, supporting consumer engagement and brand visibility across digital and physical touchpoints.
- Collaborated with cross-functional teams across strategy, creative, and production to deliver large-scale campaigns and integrated brand experiences.

Product Designer, Digital Designer | Independent Designer Shanghai, China, Oct 2017 - Nov 2020

- Designed digital products and enterprise workflows for clients including TikTok and Sohu, translating complex requirements into scalable user experiences and interaction systems.
- Built an internal design management platform for an Architecture Institute, improving information organization, version control, search efficiency, and team collaboration.
- Designed interactive systems and digital experiences across web, enterprise tools, and physical-digital products, creating intuitive solutions for complex user needs.

EDUCATION

Parsons School of Design | M.F.A Design and Technology New York, United States, Sep 2021 - Jun 2023

Zhejiang University of Technology | B.E Chemical Engineering Hangzhou, China, Sep 2013 - Jun 2017

SKILLS

Design: End-to-End Product Design, Interaction Design, Mobile UX Design (iOS & Android), Systems Thinking, Design Systems, Prototyping, Information Architecture, User Journey Mapping, User Research, Usability Testing, Accessibility

Product: Product Strategy, Growth Design, A/B Testing, Experimentation, Funnel Optimization, Behavioral Analytics, Monetization Experience, Data-Informed Design, Rapid Iteration, Cross-functional Collaboration, Design Documentation & Handoff

Tools: Figma, Adobe Creative Suite, ChatGPT, Claude, Cursor, Webflow, HTML, CSS, JavaScript, React, Three.js, Unity, Arduino

AWARDS

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| 2026 | Red Dot Award - Winner | 2024 | New York Digital Awards - Silver Winner |
| 2024 | London Design Awards - Gold Winner | 2024 | International Design Awards - Honorable Mention |
| 2024 | w3 Awards - Gold Winner | 2024 | American Digital Design Awards - Winner |
| 2024 | Vega Digital Awards - Silver Winner | 2024 | French Design Awards - Silver Winner |
| 2021 | Young Lions China - Finalist | | |