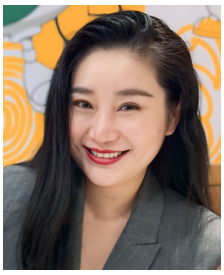
Beibei Zhang · 415-309-6496 · beibeizhang1122@gmail.com Portfolio: beibeidesign.com · Linkedin

SUMMARY



👋 Hi, I'm Beibei — a product design leader and AI-native solo builder with 15+ years of experience spanning Tencent, Walmart Global Tech, 0-to-1 ventures, and scaled platforms.

• **AI-Native Builder:** I lead AI-native product design and development—designing AI-powered experiences and orchestrating AI agents to build scalable products, reliable workflows, and a company-wide Agent-Ready Design System。

• **Strategy & Scale:** I turn product vision into scalable outcomes through product strategy, systems thinking, and hands-on execution.

• **Leadership:** I'm a player-coach who aligns cross-functional teams, mentors talent, and delivers measurable business impact.

PROFESSIONAL EXPERIENCE

👉 AI Product Designer & Product Builder — WorkPal

Agentic AI Workspace | Jun 2025 - Present | San Francisco, CA

Solo-built an AI-native workspace where chat, tasks, voice, and knowledge share project memory. Led product direction, conversational UX, and multi-model AI orchestration from concept to implementation.

Built a company-level **Agent-Ready Design System** that enables people and coding agents to apply shared design standards across products.

Skills: AI-native Workflows · Conversational UX · Multi-LLM Systems · Product Strategy · Design Systems

👉 Staff Product Designer at Walmart Global Tech

Driving scale through clarity | Dec 2019 – Jun 2025 | Sunnyvale, CA

Led strategic initiatives within Walmart's Last Mile Delivery:

- Customized Pickup and Drop-off – designed driver experiences to support flexible third-party delivery needs across diverse scenarios.
- Scalable Delivery Optimization – restructured the end-to-end delivery workflow to increase efficiency, reduce cost, and enable platform growth.

These efforts helped transform Last Mile into a key enabler of Walmart's profitable e-commerce expansion

→ Awarded "Making a Difference" for strategic product impact.

Skills: Shaped a clear vision in complex situations · Design Strategy · Cross-functional Collaboration · System Thinking · Mentorship.

Principal Product Designer at Booster

Where data meets design | May. 2017 – May. 2019 | San Mateo, CA

Defined mobile design strategy using behavioral insights and A/B testing. Partnered across teams to optimize conversion, simplify delivery flows, and boost App Store ratings.

→ 4.9⭐ rating, increased retention + engagement.

Skills: Data-Driven Design · UX Optimization · Feature Prioritization · A/B Testing

Cofounder, CPO & Principal Product Designer, at Tooride Inc.

From zero to traction | Feb. 2015 – Dec. 2020 | San Francisco, CA

Launched a mobility platform from 0 to 1—defining product vision, leading cross-functional execution, and building operations. Balanced UX, market positioning, and product storytelling to bring concept to market. Venture lasted 5 years and closed after a good run in 2020.

→ Founder-led from insight to launch.

Skills: 0→1 Product Design · Entrepreneurship · User Journey Mapping · Design Leadership · Go-to-Market Strategy · Cross-device and multimodal design systems

Senior UX Designer at Cheetah Mobile

Research that drives product | Oct. 2013 – Jan. 2015 | San Francisco, CA

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Transformed user insight into actionable iteration. Led UX improvements across mobile and content tools based on usage data and qualitative feedback.

→ Shaped flows used by 740M+ users worldwide

Skills: UX Research · Storytelling · Insight Synthesis · Mobile UX Design

Senior UI Designer at Tencent

Consumer design across multiple platforms and domains | Jul 2007 – Aug 2011 | Shenzhen, China

Built foundational UI/UX systems across Tencent's early iOS and desktop products—including communication, entertainment, and live content tools.

Selected Products: QQLink, Tencent Music, Tencent Live, QZone.

Leadership & Impact Highlights:

- Created cross-product SNS design guidelines for Tencent's social platforms
- Taught internal Mobile Design and Social UX/UI courses
- Authored "Design is Communication" in Tencent's official design book

EDUCATION

China Academy of Art

Sep 2003 – Jul 2007

B.A. in Art, Graphic Design. Graduated with honors.