
SUMMARY



👋 Hi, I'm Beibei — a design leader bridging strategy, systems, and product impact.

With over 15 years of experience across large corporations and entrepreneurial ventures, I specialize in leading product design that bridges vision and execution. My career spans impactful roles at Tencent and Walmart Global Tech, where I've delivered large-scale solutions with measurable business outcomes.

As both a 0 to 1 product builder and a contributor to system-level platforms, I bring system thinking and design strategy into every stage of product development—from early problem framing to scalable UX architecture. I often operate as a player-coach design leader—balancing hands-on design with team mentorship, strategy, and cross-functional alignment.

I take joy in sharing what I've learned, and I'm equally passionate about discovering what I don't know yet.

AI PRODUCT EXPLORATION

👉 AI Assistant Workspace · WorkPal (High-Fidelity Prototype)

Independently designed a conversational AI prototype to address workflow pain points better supported by AI. Key features include meeting summaries, task generation, and cross-platform search—demonstrating how AI agents can actively enhance daily productivity.

Skills: Rapid learning · High-fidelity prototyping · Design systems

👉 Consumer AI · CartoonSnap (Launched Product)

Independently designed and launched a consumer-facing AI product that transforms user photos into customized cartoon wallpapers and e-cards. With account signup, AI image generation, and payment support through VibeCode, it illustrates how AI expands what designers can do while showing the potential of a one-person “super individual” team.

Skills: 0→1 Product Design · End-to-end · Vibe coding · Vibe designing

PROFESSIONAL EXPERIENCE

👉 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

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

COLLEAGUES' INSIGHTS

✨ AI summary extracted from [LinkedIn recommendation](#) texts

Beibei is a thoughtful, strategic, and empathetic design leader who consistently earns trust across cross-functional teams. Her ability to drive clarity in ambiguous environments, communicate complex ideas with simplicity, and mentor others with care and insight makes her an invaluable asset to any product team. She's especially praised for her user-centric thinking, collaborative mindset, and deep experience in both consumer and platform design.

EDUCATION

China Academy of Art

Sep 2003 – Jul 2007

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