

LINO DAI

PRODUCT DESIGNER

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EXPERIENCE

Independent Work

2025.08 - Present

Designed an AI-powered parent-child communication app, now in development.

Studied psychological counseling and completed 20+ paid counseling sessions.

ByteDance | Senior Product Designer

2022.01 - 2025.07

Semi Design System

2024 - 2025

Led four teams to build the Semi Data Visualization toolkit from scratch, adopted by 200+ teams.

Designed TikTok web components, adopted by five teams.

Lemon8 Operations and Creator Platforms

2022 - 2024

Initiated IM and Campaign Center through user research.

Two weeks post-launch, IM delivered at least 10 times the CTR of every other outreach channel.

Campaign Center covered 81% of campaigns, with 100% adoption among target users.

Led a navigation redesign. User satisfaction rose from 3.97/5 to 4.60/5.

Improved search design. Search usage grew 20%. Patent application filed.

Designed creator, MCN and operations platforms in two weeks. 2,300+ creators joined after launch.

TikTok Creator Platform

2023 - 2024

Redesigned MCN onboarding and homepage. MCN count grew 11.81% after launch.

Gllue Software | UX Designer

2020.12 - 2021.12

Researched headhunter workflows and designed a transaction platform MVP, supporting launch and a small-scale pilot.

EDUCATION

University of Michigan Ann Arbor

2017.09 - 2020.05

Master's degree

School of Information - UX track

Sun Yat-sen University

2013.09 - 2017.06

Bachelor's degree

Biological Science

SKILLS

User research

Usability testing

Information architecture

UX design

Design systems

TOOLS

Figma

Claude

Codex

LANGUAGE

Chinese - Native

English - Working proficiency