

Xingyue Li

Product Designer · Editors, data tools & AI products

Eight years across product and design: PLG productivity tools (Yuque, Zoom Docs), enterprise data products (DeepInsight, AntV) and an AI app-generation platform (HappySeeds). I turn ambiguous capabilities into tools people can understand, use and trust, from 0→1 definition and behavior analytics to monetization and launch. Portfolio: moonland.cc

lixu.2011102@gmail.com moonland.cc Open to: product design / AI product · English-first · remote-friendly

CORE STRENGTHS

AI product: 0→1 product definition, agent workflows and AIGC content pipelines, data-driven growth and monetization; ships production-ready apps with AI coding tools / **Product & design:** end-to-end 0→1, interaction design and information visualization, cross-functional delivery; illustration and logo design / **Data & tools:** user behavior analytics · Pencil · Figma · Illustrator · D3.js · R · Tableau / **Languages:** fluent English (US degree and work experience) · Spanish A2

EXPERIENCE

BetterYeah (AI startup) · Product Manager 2025.09 – PRESENT

Within one year, took agent products from To-B (merchant marketing tools) to To-C (a global AI app-generation platform): product definition, AI-native engineering collaboration, and overseas launch delivery.

HappySeeds · global AI app-generation platform (mobile) 2026.02 – present

- Mobile product 0→1:** defined the browse → engage → remix → create four-layer funnel and the complete user journey, covering creation flow, Showcase feed, skill taxonomy and content-operations mechanics, aligned with engineering for delivery.
- AI content pipeline (agent workflow):** rewrote the batch app-generation skill with engineering and contributed directly to the production codebase; replaced a heavy step-by-step process with a lightweight "identity + hard scoring gates + soft constraints" scheme, adopted as the team's official pipeline (App Variant Studio) with faster generation and more diverse, playable output.
- Monetization and launch:** designed the mobile monetization model and payment flow; delivered English App Store materials and the overseas compliance package.

Marketing design agent · To-B, China 2025.09 – 2026.02

Designed and commercialized a marketing image agent and content tools for e-commerce and Xiaohongshu merchants, helping them batch-produce on-brand, platform-native creatives.

TIOO Art Studio · Co-founder (independent practice) 2024.07 – 2025.08

Co-founded an art studio delivering curation and design projects end to end, from brand positioning and visual design to execution.

Zoom · Product Manager, Zoom Docs / Table (PLG collaboration product) 2023.11 – 2024.06

- Owned the Table product from research and design to beta launch for global users, shipping custom views and multi-user collaboration as part of the Zoom Docs family.
- Designed and validated a "feature guidance + template acquisition" activation mechanism that carried the product from internal beta to general release.

Ant Group · Product Manager / Product Designer 2019.02 – 2023.11

Nearly five years across four areas: AIGC merchant products (Mini Program Cloud), PLG productivity tools (Yuque), enterprise data products (DeepInsight) and the open-source AntV visualization design system, forming a design × product × data foundation.

Mini Program Cloud · Product Manager, AIGC merchant marketing 2023.05 – 2023.11

- Smart creative tooling:** designed and launched image-to-image and text-generation components for 3C electronics and local F&B merchants, letting them generate hero images and copy in minutes; reached 10,000+ merchants with a 15-30% click-through lift.
- AI capability integration:** built template and style libraries on an open-source LLM base, connected to product catalogs and merchant needs, to keep generated content brand-consistent.
- Recommendation and search:** partnered with the algorithm team on personalized recommendation and merchant search logic for private-domain marketing, lifting smart exposure by 20% and improving conversion and distribution efficiency.

Ant Group (continued) · Product Manager / Product Designer

2019.02 – 2023.11

Yuque · PM / Product Designer, editor and knowledge base

2021.08 – 2023.05

- **Editor capabilities:** led upgrades to the document editor and table module, shipping keyboard-first editing, block-level editing, feature cards and slash commands; collapsed mouse-heavy formatting into a memorable command system, lowering the learning curve and the cost of organizing content.
- **Knowledge-base integration:** drove the unified editing framework for documents and knowledge bases, with cross-page reuse, references and structure management, turning "a document" into "an organized body of knowledge" with noticeably faster navigation and retrieval.
- **Product character:** benchmarked Notion and Feishu to establish Yuque's "light and efficient" positioning, with UI and interaction standards that kept fast iteration consistent, a textbook PLG path where the experience itself retains users.

DeepInsight x AntV · PM / Designer, data visualization product and design system

2019.02 – 2021.08

- **BI workbook core modules (DeepInsight):** designed responsive charts, configurable chart elements and chart linkage from proposal to delivery; distilled funnel, trend and comparison self-service analysis paths that turned "a blank canvas" into guided analysis, lifting user satisfaction by 30%.
- **Visualization design specification (AntV):** co-authored the AntV design specification and proposed "data-attribute-driven design", turning chart design from taste into derivable, reusable rules.
- **Smart chart tools:** led design and prototyping of ChartCube and the Kitchen chart tool so non-designers can produce specification-compliant charts; initiated community events such as the interactive game-visualization workshop that grew the project's reach.

Cypress Creek Renewables (US) · Business Analyst

2017.09 – 2018.11

Built KPI dashboards in Excel and Tableau for solar operations; partnered with IT and finance to clean multi-system data sources and set analysis templates for monthly and quarterly business reviews.

COMMUNITY AND PERSONAL PROJECTS

Community	Founder of WoMenCoding, an AI co-learning community for beginners; runs in-person vibe-coding sessions and designs bootcamp curricula
Live apps	Volcano (3D volcano data globe) · Aviary (digital birdwatching) · OPC Launchpad (brand and landing-page generator for one-person companies), each built solo from idea, data and design to release; all live in English at moonland.cc
AI experiments	AI market-opportunity research platform · Marketing Design Agent · image layering and restoration tool

EDUCATION

2015.09 – 2017.05	Northeastern University (US)	MFA, Information Design and Visualization
2011.09 – 2015.07	Beijing University of Posts and Telecommunications	BEng, Telecommunications Engineering and Management