

XINYI ZHANG

Product Design Lead

Staff-level product designer with 9 years of experience building and scaling consumer platforms. Strong in end-to-end design, UX research, and system thinking—translating data and user insights into AI-driven, personalized, and discovery-focused product experiences with measurable business impact.

EXPERIENCE

Product Design Manager Mar 2022 - Present

Poshmark - Redwood City, CA

- Led Poshmark's first AI-powered product, Smart List AI, owning end-to-end UX from problem framing and exploration through launch; enabled sellers to create listings 600% faster, unlocking significant supply growth
- Owned the Search & Discovery redesign across listing grid system; re-architected information hierarchy and interaction patterns, resulting in a +26% FM uplift and improved conversion
- Designed the personalized "For You" Feed (Home) as a core discovery surface, shaping ranking logic, layout hierarchy, and engagement loops; contributed to a +60% FM increase and 10% YoY growth
- Drove discovery strategy for Posh Shows (live shopping), improving content surfacing, entry points, and navigation to expand engagement across live formats
- Currently leading Poshmark's app redesign, owning the redesign of search, filters, brand, and category channel pages; partnering with the Naver design team to modernize discovery systems and build a scalable foundation for younger audiences


Director of UI & UX Design Oct 2016 – Mar 2022


DecorMatters – Milpitas, CA

- Scaled DecorMatters from 0 → 6M users, leading end-to-end product design across iOS and responsive web platforms
- Owned UX strategy across core user journeys, including research, IA, prototyping, usability testing, and iteration
- Built and evolved a reusable design system to support rapid growth and consistency
- App recognized as Apple "App of the Day"

CONTACT

 tbd

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TOOLS

Figma · After Effects ·
Prototyping & Motion

SKILLS

Product Strategy · AI UX ·
Search & Discovery · Feed
Design · Personalization ·
Design Systems ·
Experimentation · UX
Research

EDUCATION

Academy of Art University

M.S. Web Design & New Media
Sep 2014 - Dec 2016