

Kenzie Xiaoshi Dai

Product Designer | AI/ML | 0-1 | Productivity | PM Background

iamdxs852123@gmail.com

(206) 482-6588

www.daixiaoshi.com

Experience

Senior Product Designer, Pixocial AI

Sep 2022 - Oct 2023 | Seattle, WA

- Designed Generative AI tools from 0-1, including AI Headshot, AI Avatar, and AI Portrait, achieving \$100K+ in GMV within the first quarter.
- Led multi-platform design for AirBrush, a creativity tool with 30M+ users, ensuring a seamless user experience across mobile, web, and desktop.
- Integrated 10+ AI-enhanced image/video productivity features into the AirBrush core app, driving a 20% subscription increase.
- Established SOPs for streamlined design, research, and localization; mentored junior designers, fostering a high-impact design culture.

Founder/Product Design Consultant, Pixbazaar AI

Nov 2023 - Present | Seattle, WA

- Delivered 5+ design solutions for AI-focused startups and incubators in productivity, AI assistant, e-commerce, and healthcare.
- Collaborated with clients to discover AI opportunities, crafting design systems and prototypes that ensure brand and visual consistency.

Product Designer II, Microsoft

Aug 2021 - Aug 2022 | Seattle, WA | Full-time Contract

- Designed B2B productivity solutions for M365 Admin Center, focusing on members and teams management; shipped 10+ feature iterations.
- Led end-to-end design of Marketplace, a new storefront for customers to explore products and services, boosting purchase rates by 15%.
- Facilitated user research and testing; presented designs, prototypes, and concepts to cross-functional partners and stakeholders.

Founding Product Designer, Prismpop Inc.

Dec 2020 - Sep 2022 | Seattle, WA

- Led 0-1 mobile design for PrismPop, a social e-commerce platform, launching acquisition and monetization features; successfully built an initial user base of 100K+ and secured \$3M in seed funding.

Product Manager & UX Design, JoYY Inc.

June 2016 - Dec 2018 | Guangzhou, China

- Managed YY live stream social products with 100M+ users throughout the execution cycle; defined and developed the product vision and growth strategy in collaboration with key stakeholders.

Education

University of Washington

2019 - 2020 | Seattle, WA

Master of Science, Human-Computer Interaction and Design

Trine University

2023 - Present | Online

Master of Business Administration

Awards & Certificates

NY Product Design Awards 2024

Silver Winner: Generative AI Product UX

Interaction Design Foundation

AI for Designers Certificate | 2024

Skills

Design

Visual Design, Wireframing, Information Architecture, Prototyping, Interaction Design, UI Design, Data Visualization, Design System, Responsive Design

UX Research

User Interview, AB Testing, Survey, Journey Mapping, Usability Testing, Data Synthesis, Persona, Heuristic Evaluation

Product Management

Market Analysis, Product Roadmap, Agile & Lean Methodology, Product Metrics, Competitive Analysis

Tools

Figma, Sketch, Adobe XD, Photoshop, Illustrator, Principle, InVision, HTML/CSS