

🔗 build 0→1

⚡ Gen-AI

🧩 Vibe-coding

User-driven systems thinker delivering measurable features.

Yi Cui

Work experience

Founding Product Designer

Sorcara | San Francisco Bay Area, CA | July 2024 - Now

- Owned the buyer-and-supplier experience end-to-end and shipped the 0→1 web app in just 3 months.
- Enabled 50+ businesses to cut sourcing costs 35 % and reach market 75% faster, adding \$100K-\$1M in margin per client.
- Sorcara's AI sourcing copilot achieved a 7.6/10 user rating - 25% higher than competitors Alibaba Agent, with a less than 10% bad case rate.

Product Designer

Dubsado | Los Angeles, CA | Full time | April 2023 - April 2024

Dubsado is a CRM product for small businesses, I led the design of the invoice & payment experience for both mobile & web.

- Led the 0 → 1 design of invoice builder on the mobile app, contributing to more than a 25% increase in mobile app downloads.
- Built a new design system by collaborating with 2 engineers. Completed UI upgrades on 15+ projects based on new design system.
- Collaborated with the PM to build roadmap. Analyzed survey data from 367 responses, and using affinity maps to gain insights.

Generative AI Product Designer

Jenni.ai | Remote | Contract | Feb 2023 - Apr 2023

Jenni.ai is an AI-driven web platform that supercharges research paper writing. I was the second designer, and also worked as PM.

- Iterated on the first prompt initiation flow, wrote the PRD, conducted A/B test, boosting the first AI suggestion acceptance rate by 30.2%.

Product Design Intern

Amplitude | San Francisco, CA | May 2022 - Aug 2022

Amplitude is a product analytics tool, I was in the Customer Data Platform.

- Interviewed enterprise users to surface dashboard KPIs for the new Customer Data Platform (CDP).
- Designed 0→1 actionable dashboard and presented to the CPO; adopted as the north-star design for CDP's go-to-market strategy.

Product Design Intern

Graviti | Shanghai, China | Sept 2020 - May 2021

Graviti is a data management platform focusing on unstructured data management for AI developers.

- Launched onboarding flow for AI-data-management platform, increasing registered developers 4× (400 %) in 3 months.

Contact

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Education

University of Michigan, Ann Arbor

Master of Information Science, Human-Computer Interaction.

Tongji University - Shanghai, China

Bachelor of Urban Planning

Skills

Design

Figma

Sketch

Adobe XD

Design system

Mobile design

Web design

Information architecture

Data visualization

Responsive design

Low-fi / Hi-fi prototype

Research

UserTesting

User interviews

Usability testing

A/B test

Survey

Diary study

Competitor analysis

Code

HTML/CSS

JavaScript

Python