

Xinyi Zhang.

Product Design Manager / consumer · AI · marketplace

Staff-level product designer with *nine years* building and scaling consumer platforms. I turn fuzzy problems into AI-driven, discovery-focused experiences that move real numbers — end-to-end design, research, and system thinking, shipped with measurable business impact.

Full case studies — Smart List AI, the Poshmark app redesign, and DecorMatters 0→6M — at xinyidesigns.com.

01 / EXPERIENCE Where I've shipped.

Mar 2022 — Present

Product Design Manager

Poshmark — Redwood City, CA

- Led the 8-month app redesign across home, search, and filter — launched Feb 2026 with Naver's design team on system foundations. +28% Feed OI/DAU, +15% D2/D1 new-user retention, with overall OI/DAU neutral by design.
- Shipped Poshmark's first GenAI feature, Smart List AI — owned end-to-end UX from framing to A/B test. 68% publish rate among Smart List AI sellers (vs. 60% casual-seller goal), top-line metrics neutral by design.
- Designed the personalized "For You" Feed and drove Posh Shows (live shopping) discovery — ranking, hierarchy, engagement loops. +60% FM, 10% YoY growth.
- Coach two designers; partner with PM, ML and analytics on a mix-shift measurement framework that earned the team room to ship riskier bets.

Oct 2016 — Mar 2022

Director of UI & UX Design

DecorMatters — Milpitas, CA

- Co-founded and scaled DecorMatters from 0 → 6M users across 150+ countries; led product design across iOS, AR, and responsive web through two pivots — furniture shopping → design community → social gaming.
- Drove the community pivot — publish rate x4.2, likes x2; then the monetization pivot to a game-economy model (gifts + Dcoins + membership) — revenue x6, 3x the original 2x goal.
- Built the design system; hired and grew a 4-person design team. App recognized as Apple "App of the Day"; 4.7★ rating.

02 / SKILLS

AI UX

Product Strategy

Search & Discovery

Feed Design

Personalization

Design Systems

Experimentation

UX Research

03 / EDUCATION

Academy of Art University

M.S. Web Design & New Media

Sep 2014 — Dec 2016

04 / TOOLS

Figma · Framer

Adobe Creative Suite

Claude · Cursor · v0 · ChatGPT