

# User Experience & Brand Design Expert – Global Team Leadership & Innovation

Abel 苏子涵 (Su Zihan)

15 years of experience in brand and user experience design, serving hundreds of millions of users across multiple global markets. Skilled in managing cross-border teams and fostering multicultural collaboration. Adept at driving continuous product and brand growth through systematic design methodologies (user insight — goal alignment — innovative solutions — rapid validation), balancing business and user value. Held design leadership roles in multiple tech and internet companies, with expertise in building teams from the ground up, cross-functional collaboration, strategic innovation, and transformation.

## Core Skills

User Experience Design

End-to-End Product Design

Brand Visual Design

Design Systems & Component Libraries

Design Project Management

Cross-border Team Collaboration

Creative Advertising & Marketing

Performance & Growth Design

Internationalization & Localization

AIGC Applications & Innovation

## Work Experience

### CIDER

Head of Global Creative  
Center Design  
2021.12 – Present

- Led UED and brand design teams across graphic, video, and AIGC initiatives, overseeing social content and ad creatives for multiple international markets.
- Directed key UX projects: redesigned homepage feed (+40% GMV), improved search flow (+18% GMV share), simplified PDP layout (+15% GMV), launched bundle modules (+25% order size), optimized checkout (+5% conversion), reduced address errors (–55%), and revamped return/refund 2.0 (saving up to \$700K/month).
- Expanded community and membership features to drive engagement and growth.
- Built and maintained a scalable design system with 300+ component variations, reducing design redundancy by over 80%.
- Supported key visual assets across on-site content, offline stores, and social platforms.
- Standardized cross-platform A+ product templates, boosting listing efficiency by 50%+.
- Developed consistent brand visuals for advertising, improving performance and brand recall.

## **AIGC Innovations**

- Built dynamic prompt-based design templates to triple ad asset production.
- Launched AI-generated video creatives, increasing video ad share to 30%+.
- Developed AI-powered outfit generator, improving look creation efficiency 10x.
- Implemented virtual try-on features, boosting PDP conversion by ~23%.
- Deployed AI face-swap for model photos, reducing shoot costs by 20–30%.
- Delivered ACC virtual on-body previews, cutting studio workload by up to 90%.
- Initiated internal AIGC tooling workflows (auto-editing, recoloring, versioning), significantly improving design ops efficiency.

## **Run The World**

Head of Full-stack Brand  
& Product Design  
2020.7 – 2021.12

- Served as core PM and UX lead, spearheading Virtual Event product design, supporting large-scale online events including TechCrunch, YouTube, and UN media forums
- Designed innovative social features such as Cocktail Party (random 1v1), Round Table (group discussion), and MagicBox (interactive games), boosting user satisfaction by approx. 30% and engagement by over 50%
- Accelerated product delivery from ideation to launch, rapidly iterating from brainstorming to prototyping to final implementation

## **Renren**

Director of UED  
2016.6 – 2020.7

- Responsible for UX strategies of North American SaaS products (Chime, Lucrative, Lofty), refining systematic design processes
- Supported North American and global expansion through functional and visual localization, serving over 400,000 real estate agents; products received multiple Inman awards
- Rebuilt product design systems and improved user NPS satisfaction by 40% through iterative interactions

## **LeEco**

Director of UED  
2014.4 – 2016.6

- Led a team of 30+ to design LeEco mobile ROM and system apps, reaching over 20 million users
- Developed system design guidelines, reducing cross-department collaboration costs by about 50%
- Participated in keynote presentations and brand visual communications, maintaining consistency across online and offline channels
- Filed and contributed to over 400 invention and GUI patents during project periods

## **Youku & Tudou**

Senior UX Designer  
2013.7 – 2014.4

- Responsible for channel-based design of Tudou main site, redesigning UGC workflows to support the platform's strategic transformation
- Upgraded visual systems, optimized channel layouts, and vectorized icon libraries, preparing for high-resolution desktop experiences

## **CCTV**

UI Designer / Design  
Manager  
2009.7 – 2013.7

- Transitioned from visual/UI/illustration design to a managerial role, building and leading the design team
- Led design for Spring Festival Gala and major program promotions, laying a strong foundation in systematic design and team management
- Optimized onboarding processes, reducing training costs and improving delivery efficiency by approx. 30%

## **Freelance & Collaborative Projects**

### **Design Collaborations**

- Provided end-to-end brand and product design solutions for startups and overseas projects across finance, entertainment, tools, and Web3 sectors (BlockBeats, Tranchess, IJOZ, etc.)
- Invited as a guest lecturer for corporate training and professional workshops, sharing design strategies and industry insights

### **Online Community**

- Founded OURDEN hip-hop community, promoting local music and youth subcultures
- Collaborated with musicians and artists on MV production, album covers, and brand visuals

## **Personal Info**

Born in April 1987,  
currently based in Beijing.

- Graduated in 2009 from Shandong University of Art & Design, majoring in Applied Design, Bachelor's degree.
- Selected works published in NewWebPick, ZCOOL Magazine, and other design journals during university.

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