Yipeng Zhang

Target Role: AI Product Designer

Leo_zhangyipeng@163.com +86 15900913501 leozhangdesign.com/en

Professional Summary

AI product designer with a background in product design and Design Informatics, translating complex AI capabilities into clear, usable experiences. Led CramAI from concept through launch across requirements definition, user journey mapping, information architecture, human-AI interaction design, UI design, and front-end implementation, reaching 1,264 active users in a 90-day beta.

Education

University of Edinburgh Sep 2024 - Nov 2025
MA, Design Informatics

University of Shanghai for Science and Technology Sep 2017 - Jul 2021
BA, Product Design

Work Experience

Moments AI Inc. Dec 2025 - Sep 2026

UI/UX & Product Development Engineer

- Owned CramAI's product roadmap and prioritization; led product design, UX/UI, and front-end implementation from concept through launch, replacing invite-code access with an end-to-end guest exam experience.
- Designed and launched a 12-question guest exam spanning onboarding, question answering, server-side grading, results, and sign-up; instrumented a 7-step funnel to identify drop-off points.
- Built a reusable exam item bank and data model, defining question schemas and field standards to support question variant generation and full-length mock exams.
- Delivered multimodal uploads, an AI tutor, wrong-answer review, and multi-stage coaching, linking content ingestion, AI processing, and practice feedback in one learning loop.
- Built reusable UI and front-end components for consistent, scalable product delivery.
- Reached 1,264 active users in a 90-day beta, with a 3.2% visitor-to-sign-up conversion rate and an average engagement time of 2m 29s.

Selbert Perkins Design Oct 2020 - Jun 2024

Wayfinding & Graphic Designer

- Contributed to wayfinding systems and interactive public installations for Hengyu Shenzhen Bay, Qingdao Haitian Center, and University Road in Shanghai's KIC district, supporting projects from concept design through construction while integrating culture and technology.

Selected Projects

- CramAI | Multi-agent AI exam-prep web app | https://www.cramai.net/

Skills

Product & UX: Product definition & PRDs, user journey mapping, information architecture, interaction design, design systems
Development: Next.js, React, Tailwind CSS, Zustand, JavaScript, Python
Product analytics: GA4, Plausible, event instrumentation, funnel analysis
Design & prototyping: Figma, Framer, After Effects, Illustrator, Photoshop, InDesign
AI-assisted workflows: Claude, Codex, Cursor, Gemini, Kiro
3D & spatial tools: Rhino, SketchUp, KeyShot, Enscape, CAD