

YIKE WANG

Product design lead with 12+ years building AI products and enterprise platforms, from 0→1 to global scale.

Portfolio www.yike.work (yike4321)
Email yike1110@gmail.com
Phone (734)355-6403
LinkedIn www.linkedin.com/in/yikewang

EXPERIENCE

Staff Product Designer at LinkedIn

2025 – Present. Mountain View, CA

- Leading design of LinkedIn's first AI-powered sales agent with a team of 5, drove Beta turnaround with 2x retention improvement and defined north star vision shifting from human-led workflows to deeply integrated AI autonomy.
- Piloting AI-powered design workflows, building agents and skills that enable designers to write code, build UI components, and run experiments, shaping how the design org operates in an AI-first world.

Staff Product Designer at Meta

GenAI. 2024 – 2025. Menlo Park, CA

- Led AI content transparency design with a team of 12, defining labeling frameworks and UX behaviors for AI-generated content across the Meta ecosystem, aligned C-level stakeholders, now fully deployed at scale.
- Led response safety frameworks and mistake UI toolkit, reducing false refusals from 8.5% to 2.1%, now foundational to Meta AI's 1B+ monthly users.

Monetization (Ads). 2019–2023. Menlo Park, CA

- Led 0→1 launch of Meta Verified for Business, Meta's first subscription product, and scaled to 1M subscribers across Facebook, Instagram, and WhatsApp.
- Led Ads Flex Strategy, a foundational effort to transform Ads Manager from a one-size-fits-all product to a personalized platform through Advertiser Profiles, enabling targeted automation and recommendations across millions of advertisers.
- Led ads reporting strategy to rebuild advertiser confidence amid GDPR and signal loss, aligning on a north star and launch plan with senior leadership.

Founding Product Designer at Pixie.ai

2018–2019. San Francisco, CA.

Solo designer on a 9-engineer team, building the product from 0→1. Led MVP to focus on developer tools based on customer interviews and competitive research, resulting in a successful acquisition by New Relic.

Lead User Experience Designer at ThousandEyes

2017–2018. San Francisco, CA.

Led design for ThousandEyes' network intelligence platform supporting a team of 3, established the first design system, and drove network path visualization and data analytics powering the product's core observability experience.

User Experience Designer at Cisco

2015–2017. San Jose, CA.

Led end-to-end design for Cisco's Virtual Managed Services suite, supporting cloud service delivery for enterprise customers.

Junior Programmer at Ubisoft

2011. Shanghai, China.

Contributed to game engine development for the Far Cry series.

EDUCATION

University of Michigan

2015. Ann Arbor, MI.

MS in Information,
Specialization in Human
Computer Interaction

Tongji University

2012. Shanghai, China.

BS in Software Engineering

University of Illinois Urbana-Campaign

2018. Online.

Digital Marketing Certification

SKILLS

Strategy

Product strategy, roadmapping,
XFN & x-org collaboration,
stakeholder management,
growth experiments

Design

Branding, comparative analysis,
data visualization, design
system, information
architecture, personas,
storytelling, usability testing,
user interviews, UX/UI

AI

AI agent design and
deployment, prompt
engineering, AI-assisted coding
(Cursor, Claude Code)

Design Tools

Figma, Final Cut, Framer,
Lightroom, Photoshop

Frontend

D3.js, HTML/CSS, JavaScript,
React