

Claire Zhang

Senior Product Designer

AI Products · Platforms · Design Systems

Specializing in 0→1 AI products and scalable design systems, using AI-assisted prototyping to turn complex model into intuitive experiences.

WORK EXPERIENCE

Yieldmo, Senior UX Designer (SportsMax.AI)

May 2026 – Aug 2026 · Remote

- Identified a new product opportunity for SportsMax.AI—a sports-trained LLM search & answer engine—by bringing its article-understanding technology into articles through contextual data widgets, reaching fans beyond search.
- Led 0→1 strategy and end-to-end design for this publisher extension, defining how extracted league, team, and player entities guided the schedule, box score, standings, or player content shown within sports articles.
- Connected contextual widgets to betting, tickets, merchandise, and streaming, aligning commercial content with each fan's article context and game moment.
- Co-built and deployed a configurable publisher demo with Claude Code, Vercel, and GitHub, enabling article scanning, brand theming, and widget configuration to validate the concept before production investment.
- Architected a tokenized, multi-brand design system of 20+ dev-ready components across basketball, baseball, soccer, and tennis, replacing one-offs and hard-coded styles with shared, brand-adaptive patterns.
- Established an AI-assisted workflow that translated a shared token model into Figma variables, documentation, and implementation guidance, making publisher themes faster to configure and maintain.
- Partnered with product, data, and engineering to translate model reliability and live-data constraints into an entity-based MVP, aligning on scope and delivering a development-ready system within just 12 weeks.

PlayVS, Senior Product Designer

August 2021 – November 2025, Remote

- Led the end-to-end redesign of PlayVS's core competition platform across 18 esports titles and 300+ leagues, increasing league-page visits 64%, team creation 25%, and check-in success from 62% to 97% while reducing support tickets 36%.
- Set product direction through research with coaches, players, and parents, translating unmet needs into a reusable framework for weekly actions, match states, schedules, standings, and playoffs.

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- Built Nexus, a 0→1 design system spanning 58+ components and 310+ tokens across Figma and Storybook; aligned four product teams and reduced recurring UI delivery time by ~35%.
- Operationalized system adoption through Figma training, Storybook documentation, product audits, and 1–3 system improvements per sprint, creating shared implementation standards across design and engineering.
- Extended the competition framework into PlayVS Stadium, internal operations tooling, and the company's first \$1M NFL sponsorship, enabling new products and partnerships without rebuilding core UX.

Once Upon a Blossom, Founder

August 2024 – Present

- Built a DTC flower backdrop brand from 0→1, owning research, brand identity, Shopify experience, SEO, acquisition, vendor operations, and fulfillment; grew a core search term into Google's top 5.

EDUCATION

University of Southern California

M.S., Communication Data Science · 2020

University of Illinois at Urbana-Champaign

B.S., Advertising; Minor in Communication · 2018

SKILLS

AI Product Design

0→1 AI Products · Vibe-Coding · Data-rich Experiences · AI Product Strategy · Monetization

Product & Systems

Complex Workflows · Information Architecture · UX Research · Multi-brand Design Systems · Component Architecture · Design Tokens · Accessibility/WCAG

AI + Build

Figma · Claude Code · Codex · AI-assisted Prototyping · Vercel · GitHub · Storybook · HTML/CSS