

* FOUNDDING PRODUCT
DESIGNER & AI BUILDER.

* TURNS AI DECISIONS
INTO INTERFACES
PEOPLE TRUST.

Shufan

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Ada HWANG

[PORTFOLIO]

adahwang.com

[SKILLS]

Intent-Based Interaction
Agentic Workflow Design
Product Strategy
0-1 Product Scoping
Branding & Strategic Positioning
User Growth
Design System Governance & Scaling
Complex System Thinking
Rapid Prototyping
Visual / Motion Design
Branding Design

[STACKS]

Figma
Claude Code
Cursor
Bolt
Adobe Creative Suite
Webflow & Framer
HTML/CSS



[EXP + PROJECTS]

HUAWEI
AI Infrastructure Platforms & Design System
PRODUCT DESIGNER

- * **Design Agent** Own the prototyping workflow for an internal AI design agent, authoring generation skills and optimizing both the generation pipeline and interaction design.
- * **AI Data Lake** Designed the end-to-end experience for a ToB enterprise storage platform, translating complex data infrastructure into a navigable, trustworthy interface.
- * Maintained design system token governance across AI product lines.

TOKI.AI (FORMERLY DOLA)
AI calendar for intentional planning (3M+ Users)
FOUNDING PRODUCT DESIGNER

- * Defined the visual identity and interaction model to transition the product from a chatbot into an individual AI mobile app.
- * Replaced long-form natural language responses with structured flows and cards.
- * Collaborated with marketing to design for growth and monetization.

ZOPIA.AI
Cinematic AI Agent platform / AI Film Studio
LEAD PRODUCT DESIGNER

- * Led a full product pivot from a niche AI film studio to a high-memorability consumer platform.
- * Translated complex generative AI capabilities into a unique, high-impact consumer experience that redefined the product's identity in the vertical.

OTHER SELECTED AI PRODUCT EXPERIENCES
Founding, 0-1 Craft

FOUNDING PRODUCT DESIGNER

- * Rel.AI | Designed an AI Relationship Companion centered on complex emotional feedback modeling and intent-recognition patterns.
- * Stackie | Founding Designer for an AI life-logging and personal productivity app, focused on habitual data capture and behavioral insights.
- * Lumi Ring | Led design for an AI Twin wearable, focused on translating physiological sensors into behavioral behavior triggers via AI.

[EDUCATION]

MA (DUAL MASTER’S), AALTO UNIVERSITY	2023 - 2025
Collaborative & Industrial Design, Interaction Track GPA 4.42/5, Top 10%	
MA (DUAL MASTER’S), TONGJI UNIVERSITY	2022 - 2025
Advanced Media & Communication Design GPA 4.84/5, Top 1 (1/12)	
BE (DUAL BACHELOR’S), TONGJI UNIVERSITY	2018 - 2022
Industrial Design Innovation & Entrepreneurship GPA 4.62/5, Top 1 (1/54)	