

# Lena Liu

## Lead Product Designer @ Snap

8+ years experience | ex-TikTok, Microsoft



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- Pwd: 2025
- Cases: [case study deck](#)

### Professional Experience



**Snapchat**  
Senior Product Designer

#### Monetization & Agentic AI

Oct 2025 - Present | Santa Monica, CA

- Product Impact:** Scaled creator monetization flywheel by enabling affiliate links to grow promotable content supply, and implementing agentic AI creator discovery marketplace; expanded into agency ads by streamlining onboarding and campaign workflows via an agentic AI business suite.
- Metric Growth:** Launched 9 monetization features, driving X% adoption via MENA insights and AI experimentation on Creator Marketplace using Claude vibe coding.
- Design Leadership:** Led end-to-end design across creator monetization, affiliate commerce, and AI tooling through rapid prototyping, systems thinking, and cross-functional alignment.



**TikTok**  
Senior Product Designer

#### Monetization & E-commerce

April 2024 - Sep 2025 | San Jose, CA

- Product Impact:** Led TikTok Shop Ads ROI, launching 7 AI-powered monetization features across video, LIVE, and shop ads; improved SMB ad creation, supported Tokopedia's migration of 87% of advertisers to TikTok Shop Ads.
- Design Excellence:** Designed scalable commerce ad workflows and AI-assisted creative tools across multi-format advertiser surfaces for Southeast Asia markets.
- Design Mentorship:** Mentored Tokopedia designers through structured critiques and design review frameworks that improved collaboration and design consistency.



**Zscaler**  
Staff Product Designer

#### Enterprise & Data Security

Nov 2023 - April 2024 | San Jose, CA

- Product Impact:** Launched a new cloud security posture management solution that increased new user acquisition by 17% and Day 1-30 retention by 21% through improved onboarding and UX.
- Design Leadership:** Led and mentored a team of 4 designers on Zscaler's cloud security analytics platform, establishing onboarding and collaboration frameworks to scale design quality and execution.



**Microsoft**  
Product Designer 2

#### Mixed Reality & CRM

June 2019 - Oct 2023 | Redmond, WA

- Product Impact:** Illustrated enterprise training and field service solutions across mobile, web, AR, and D365 platforms for automotive customers including Mercedes-Benz, Toyota, and Porsche.
- Design Excellence:** Led the Field Service mobile app migration from external CRM to Microsoft D365, launching 18 features including work order optimization and Mixed Reality integration.

### Education

#### MA, Web Design & New Media

Academy of Art University

2016-2017

#### BS, Industrial & Product Design

The Ohio State University

2013-2015