Lihan 'Neil' Zhu

Senior Product/UX Designer

0→1 and 1→scale | Product-minded, business-aware, systems thinker

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EXPERIENCE

B-Stock Solutions

Product Designer → Senior Product Designer

Feb. 2021 - Jan. 2026 | SF Bay Area, CA → Vancouver, BC (Remote)

- Designed platform experiences for a two-sided marketplace serving ~500K buyers and 81 enterprise sellers, spanning auctions, orders, listings, disputes, and shipments.
- Defined UX for internal operations workflows used by ~100 employees across dispute resolution, order management, and shipment processing.
- Standardized shared UX patterns, information architecture, and reusable interaction models that improved consistency across multiple product areas.
- Led cross-functional alignment on complex platform problems, turning undefined requirements into shippable flows across multiple teams.
- Established shared design foundations that enabled faster iteration and reuse across the marketplace platform.

Cardii (startup of 3)

Head of Product and AR Design

Jul. 2019 - Feb. 2021 | SF Bay Area, CA

- Led design and research for two AR-enabled mobile products from concept to early launch.
- Designed experiences for both gift givers and recipients, shaping a dual-sided product interaction model.
- Conducted research and product exploration to inform early product strategy and fundraising.

INDEPENDENT PRODUCTS

Memoria

Product Designer/Builder

Aug. 2025 - Present

- Designing and building an AI-assisted iOS app for preserving personal memories and family history through voice.
- Led end-to-end design from research with adults aged 55+ to core flows, accessible interfaces, and voice-based interactions.
- Built multilingual, voice-first experiences in React Native/Expo, shipping the product to public TestFlight testing

Prioritizer

Product Designer/Builder

Nov. 2025 - Present

- Designing and building a decision-support tool for structured prioritization and complex trade-off decisions.
- Developed the core interaction model and workflows for ranking ideas and externalizing product decisions.
- Iterating through prototypes and real usage to refine the decision framework and product experience.

EDUCATION

University of Michigan

MS in Information (HCI-focused)

Class of 2019   GPA: 3.96/4.00

Master of Architecture

Class of 2017

Zhejiang University

Bachelor of Architecture

Class of 2015

SKILLS

- Product strategy
- Interaction Design
- Information architecture
- Prototyping
- Design systems
- UX research
- Figma
- AI Prototyping / Building