

Zhaolei Yin

PRODUCT DESIGNER | UI/UX DESIGNER

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San Francisco Bay Area



I started in industrial design and moved into digital products. Eight years later I still design both, and the overlap is where my work is strongest.

WORK EXPERIENCE

Product & Graphic Designer / LeChat Nails

Sep 2022 – Mar 2023 / Full-time, Hercules, CA

- Owned packaging and visual identity for 3 nail polish launches, from concept to print-ready files.
- Designed packaging and promotional visuals for Chill Polish, LeChat's color-changing nail polish made with Coors Light.
- Worked with marketing and retail partners to keep the brand consistent from shelf to social.

Industrial Designer / Dermovia

May 2022 – Aug 2022 / Full-time Internship, Irvine, CA

- Produced packaging and campaign materials for 2 skincare launches, working alongside the product development team.
- Built the asset library the social team used for every skincare launch that summer.

PROJECTS

Aurai / Founder & Product Designer

2025 – Present

- Designed and built an AI wardrobe planning app on my own, from first sketch to a working iOS build. Currently in TestFlight with 35 testers.
- Set the product direction and designed the full interface, including onboarding and the recommendation logic.
- Built the app in Xcode with Supabase as the backend, using AI-assisted coding to go from design to working product.

CBS News Bay Area / AR/VR News Experience

2025

- Designed an immersive news experience for CBS News Bay Area, where viewers step inside a story instead of watching it.
- Built the predictive layer: change a variable in the scene and see how the story turns out differently.
- Named Most Innovative AR/VR Concept.

EDUCATION

Academy of Art University

MFA, Interaction & UI/UX Design

Graduated May 2026

California College of the Arts

BFA, Industrial Design

Graduated May 2022

SKILLS

Product Strategy
UI/UX Design
Interaction Design
User Research
Design Systems
Prototyping
Usability Testing
AI Product Design
Brand Identity

TOOLS

Figma, Framer, Xcode, Supabase,
Adobe Creative Suite, Rhino 3D,
KeyShot

LANGUAGES

Mandarin (native)
English (professional)