

Peiqian “Bailey” Song

AI Product Designer

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WORK EXPERIENCE

EAZO AI | AI Design Engineer · Full-time

San Francisco · Jun 2026 – Present

- Designed the internal logic system and aesthetic evaluation framework 0 - 1 for Eazo's design agent, partnering with engineering teams to evolve a multi-module workflow from v2-v4 into an intent-driven agentic system (v5), reducing generation time by **34%** and token cost by **86%**.
- Built a **design-quality evaluation framework** from 100 real user queries, establishing release standards by enabling AI-based issue detection and designer validation before production deployment.
- Iterated the agent's skills and **first-run flow** from its flags and usage data, evolving generation toward fewer inputs and faster first results.
- Diagnosed Eazo mobile's **activation funnel** through PostHog analytics and redesigned onboarding flows by removing the registration barrier, achieving **~95% core-action conversion** after installation.
- Redesigned web & mobile **chat experiences** with clarification cards, design recommendations, and next-step prompts using **React and TypeScript**, increasing first-build completion rate by ~27%.

Blinkko Labs | Product Designer

San Francisco · Mar 2026 – Jun 2026

- Designed Blinkko's **consumer AI pet companion** from concept to launch as the sole product designer, delivering **70+ high-fidelity screens** across personality testing, social interaction loops, maps, and pet growth experiences.
- Reframed the hardware-first roadmap into an **App-led, hardware-amplified V1**, aligning a 9-person team through competitive analysis of 12 comparable products.
- Synthesized leadership feedback and **user research insights** to rapidly iterate design solutions, improving MVP quality and supporting on-time product delivery.
- Conducted **onboarding experiments** across three user flows (purchase-first, free-app-first, and personality-test-first) with 30+ target users, increasing **opt-in rate by 30%+**.
- Created the core **AI personality system** by transforming a shared user model into gamified mechanics, animations, and emotional feedback loops to improve **long-term engagement**.

Tencent

(Publicly listed social media & gaming company behind WeChat, with 1.4B+ MAU.)

QQ Department | Product Design Intern

CN · Jan 2026 – Feb 2026

- Redesigned the **avatar personalization** flow for QQ with technical artists on an AI-assisted illustration workflow, lifting **save rate by 8%** for a style 59% of 3,300 surveyed users chose.
- Produced 20+ visual assets, from drawer pages to half-screen UI, for Chinese New Year and Valentine's Day campaigns that hit **#1 trending** on Weibo and RedNote.

PCG Department | Product Design Intern

CN · Aug 2025 – Sep 2025

- Designed two new game categories, puzzle and RPG, for a Gen Z-focused **consumer AI mini-program in WeChat**, creating 50+ icons, illustrations, and motion assets that generated **~17% of total sessions**.
- Built **automated generation pipelines** converting high-fidelity art into reusable, dev-ready assets, enhancing design-to-development efficiency by **40%**.

Games Department | UI/UX Design Intern

CN · Aug 2023 – Sep 2023

- Designed a **mascot and illustration system** for division-wide tournaments by integrating IP elements from Wild Rift, Teamfight Tactics, Honor of Kings, and PUBG Mobile.
- Led the division's most successful **merchandise campaign** by designing 10+ collectible items and organizing an internal livestream raffle event for **3,000+ employees**.

EDUCATION

Rhode Island School of Design

BFA, Film / Animation / Video and Computer Graphics

GPA 3.8 / 4 · Honors Student 2021–2026

Providence, RI · Sep 2021 – Jun 2026

SKILLS

Design

Product Design, Interaction Design, UI Design, Design Systems, Apple HIG/Google Material Design, HiFi Prototyping, Motion Design, Visual Storytelling, Brand Identity, Typography, 2D/3D Animation, Agile & Scrum

Research

User Interviews, Usability Testing, Competitive Analysis, Concept Testing, Data-Informed Iteration

AI

AI Product Design, Prompt Engineering, Agentic Design Workflows (Claude Code, Cursor, ChatGPT), Vibe Coding, AI Prototyping, Model Evaluation & Benchmarking, AIGC Asset Pipelines, Hallucination & Edge-Case Testing

Software & Tools

Figma, ProtoPie, Spline, Unreal Engine 5, Blender, Maya, Substance Painter, Adobe Creative Suite (AE, PS, AI, InDesign, Premiere), HTML / CSS / JS, Processing

LANGUAGES

English · Mandarin