

# SHUNDONG LIU

AI / B2B Product Experience Design Expert

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Portfolio: [liushundong.framer.website](https://liushundong.framer.website)

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## PROFESSIONAL SUMMARY

Product experience designer with 15 years of expertise in B2B systems, AI platforms, and smart hardware. Proven track record of building complex enterprise products from 0 to 1, transforming business objectives, user needs, and technical constraints into high-quality product experiences. Experienced in AI product design scenarios with Python and front-end development skills, capable of independently delivering lightweight MVPs.

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## CORE SKILLS

**Experience Design:** User Research, Experience Strategy, Interaction/Visual Design, Design System

**Multi-Platform:** PC/Mobile, Mini Programs, Data Dashboards, Smart Hardware HMI

**Product Collaboration:** Requirements Analysis, Information Architecture, Workflow Design, Cross-team Coordination

**Technical:** Python, HTML/CSS/JS, React, MySQL (prototyping & validation)

**Industry:** AI/ML, E-commerce, Enterprise Software, Smart Hardware

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## PROFESSIONAL EXPERIENCE

### Alibaba Group — Taotian Search & Recommendation

Mar 2024 – Oct 2025

*UX Design Expert (Direct Report)*

#### **Project: Yuanquan AI Data Labeling Platform**

- Sole UX designer responsible for the end-to-end experience design of an AI labeling platform from 0 to 1, including design system, interaction framework, and visual identity
- Conducted user research across 300+ annotators, identified 3 critical pain points, and collaborated with product and engineering to deliver 3 major iterations
- Optimized business logic and interaction flows, achieving a 59% improvement in platform operational efficiency
- Established platform-wide design standards ensuring consistency across modules and scenarios

### Hangzhou Kuwa Network Technology Co.

May 2019 – Nov 2023

*Design Lead / Product Design*

#### **Project: Jiayuan Smart Community Platform**

- Led full-platform product experience design covering PC dashboard, mini programs, mobile app, and data visualization screens
- Restructured workspace layout and information architecture, improving user efficiency by 23% and page conversion to 6%
- Optimized high-frequency list pages with A/B testing, achieving 90% improvement in key operation efficiency
- Redesigned the work order system (80% of business volume), reducing average processing time by 52% with 92% employee satisfaction

### Hikvision Automotive Electronics Co.

Jun 2018 – Apr 2019

*Senior UI Designer / Product Design*

- Designed HMI interfaces for automotive electronics, including Geely heavy trucks, BAIC AVP autonomous driving, and Hikvision 360 ADAS systems
- Created bilingual brand guidelines for Hikvision Automotive, ensuring multi-product visual consistency
- Led the "Starlight" product line visual design, achieving over ¥10M in sales and 200K+ units shipped

## Hangzhou Shangquan Network Technology Co.

Dec 2014 – Dec 2017

### Design Lead

- Led UX design for multiple product lines including "JuShangBao" e-commerce, "ShangPaiYun" smart hardware, and "LetRight" cross-border platform
  - Designed product demo animations for CES and international exhibitions
  - Delivered multiple 0-to-1 platform projects combining hardware and software experiences
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## INDEPENDENT PROJECTS

### Nasdaq-100 Information Dashboard (Live)

- Independently designed and developed a financial information website from product strategy to front-end implementation
- Technology: React, data visualization, deployed on Vercel

### A-Share Short-Term Decision Support System

- Built a structured decision-support tool converting years of trading intuition into queryable, data-driven analysis
- Core features: sentiment-based decision scoring, historical pattern matching, and market structure analysis

### Agricultural Diagnosis Mini Program

- Exploring AI-powered crop and livestock disease recognition for rural scenarios
  - Informed by 20+ years of family farming experience, focused on accessibility and practical field use
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## EDUCATION

### Zhejiang University of Technology

Sep 2006 – Jul 2010

Bachelor of Arts — Digital Design (Game Animation)

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## CERTIFICATIONS

- DeepLearning.AI — Agentic AI (Andrew Ng)
  - LangChain Academy — LangGraph Essentials
  - Alibaba DAMO Academy — AI Trainer (Advanced)
  - Alibaba × Zhejiang University — Design Professional Certification
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## KEY STRENGTHS

**Design + Product + Technical:** 15 years of B2B experience combined with Python/front-end skills, enabling full understanding from requirements to delivery

**AI Product Design:** Led Alibaba's AI labeling platform from 0 to 1, with deep understanding of AI business logic and design boundaries for 300+ user B2B systems

**Data-Driven Mindset:** Entrepreneurial background with proven results — multiple 50%+ efficiency improvements in delivered B2B products