Jiabing Song

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Hong Kong Top Talent Pass holder
Open to Hong Kong opportunities

Profile

Product designer with 5+ years of experience designing consumer and enterprise digital products across mobile and web, leading 0-to-1 products, complex enterprise workflows and large-scale e-commerce experiences. Skilled in translating user and business needs into intuitive UX/UI solutions, interactive prototypes and implementation-ready designs.

Education

University of North Carolina at Chapel Hill, Chapel Hill, NC, United States — May 2017

B.A in Computer Science, minor in Visual Communication

Experience

Independent Designer / Creative Practice — Jun 2024 - Now

- Design Orbit, an end-to-end digital event platform covering event creation, registration and management across responsive web experiences.
- Translate user needs into flows, wireframes, interactive prototypes and implementation-ready UI; use AI-assisted prototyping to test product concepts.
- Expanded my independent practice across illustration, ceramics and creative technology; exhibited ceramic sound objects, developed an ongoing drawing practice, and built experimental digital tools through AI-assisted prototyping and development.

miHoYo Inc., Shanghai, China — Jan 2022 - Jun 2024

UI/UX Designer

- Served as the sole interaction designer for a 0-to-1, company-wide video conferencing product, designing the complete meeting lifecycle across desktop and mobile from early definition through launch.
- Designed screenshot and screen-recording workflows for the visual-first communication needs of game development teams, integrating new message types into an existing IM ecosystem.
- Conducted research with distributed international teams to identify collaboration challenges across time zones, languages, and fragmented tools, translating findings into product opportunities for meetings and visual communication.
- Led interaction design for a complex enterprise finance system and incorporated UAT feedback from business users into post-launch UX improvements.
- Contributed to design systems and interaction guidelines, improving consistency and delivery efficiency.

Pinduoduo Inc., Shanghai, China — Aug 2018 - Jul 2021

User Experience Designer

- Led the end-to-end design of a 0-to-1 UGC photo-album experience for Pinduoduo's social product, created a modular album-template system across visual, motion, and audio layers, enabling reusable combinations.
- Redesigned the product-favorites-to-checkout journey, simplifying multi-item selection and improving payment behavior.
- Designed core merchant- and consumer-facing features, organizer marketing tools, and operational campaigns for Kuai Tuan Tuan, Pinduoduo's community group-buying platform. Translated complex business rules and organizer needs into clear information architecture and user-friendly workflows