HENGYI REN

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Product Designer | Human-AI Interaction | from 0 to 1

Experience

Founding Designer | Accio, Alibaba US Group   Feb 2024 - present

· Built Accio from MVP to scale: AI-native B2B sourcing agent, solo-designed MVP achieving NPS 50, leading to full product investment and 3-person design team. Now 200k+ DAU, 3000+ paying SMB users within first month of monetization

· Defined human-AI responsibility boundaries with PM and engineering: AI handles cognitive overhead (uncertainty tracking, context management) while humans retain final authority over judgment and commitment

· Designed agentic architecture — unified entry for user workflow: plan mode, file system and quote (context engineering), graceful degradation (options over top picks), add-to-collections (commitment signal). 450% improvement in 28-day retention

· Shipped core AI capabilities with ML engineers: product search and supplier search with LLM judge, business research with visualization

· Built design system and pioneered AI-assisted design workflows for rapid feature iteration across the team

Founding Designer | Genova Lab (GenAI Startup)   Jun 2023 - Sep 2023

· Designed and launched Anothermind, a no-code platform to build personal LLM agents with knowledge and skills. Selected for Sarah Guo's Conviction accelerator

· Led research, user testing and facilitated hackathon with 84 early users to understand how people calibrate trust with AI systems: Findings shaped interaction model - 150% retention improvement

· Designed patterns for RAG, tool use and workflows, partnered with distinguished ML architect and senior director from Pinterest as a team of 3

UX Design Intern | 2NDNATURE   Sep 2022 - Jan 2023

· Researched, designed, and launched a SaaS MVP from 0 to 1 to enable corporates to assess their impact on water systems and achieve ESG goals with predictive models. Successfully broke into a new B2B market and captured 3 major clients within the first month

· Designed GIS dashboard in flagship product for governments in 14 states, revised information hierarchy across 20+ modules - 130% increase in filter adoption

UX Design Extern | Salesforce   Jan 2022 - May 2022

· Partnered with Digital Experimentation Team: identified friction points through quantitative analysis, and delivered design solutions to improve Salesforce's free trial experience

· Delivered within Salesforce Lightning Design System constraints - 38% improvement in task completion rates

Education

M.S. in Human Computer Interaction Design

Indiana University Bloomington

May 2023   3.8

B.Arch. in Architecture

Southwest Jiaotong University

Jun 2021   3.6

Side project

UX Designer | Effective AI

· Designed and launched Web3 AI infrastructure platform

· Shipped product experience through successful token launch

Skills

Human-AI Interaction

Dynamic UI design, Human-AI responsibility boundaries, Graceful degradation, Trust calibration, AI transparency

UX Research

User Interview, Usability Testing, Participatory Design, Contextual Inquiry, A/B Testing

Design & Prototyping

Vibe design, Design system, Markdown rendering, Visual design, Information Architecture

Tools

Claude Code, Figma, Cursor, V0, Adobe Creative Suite, Python, HTML/CSS