Icey Zhao

Design leader · AI products and the teams that build them

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Design leader for global consumer platforms and AI-native enterprise products. Led design through crisis, turnaround and the shift to AI at Airbnb and TikTok, and built international teams from the ground up.

10+
products built from zero

3+
AI-native products

15+
initiatives recognized by Airbnb's CEO

1st
inventor on an Airbnb U.S. design patent

Experience

2024 — now

Senior Design Manager · TikTok

AI-native sales. Lead design for SalesAlly and Research Hub, redefining how TikTok's global sales organization works with AI.

Operating model. Leading the move from handoffs to one shared build across PM, design and engineering.

Trust & Safety, first 18 months. Set design strategy and systems protecting TikTok's global community across LIVE and video, youth safety, messaging and search, account and identity, and Community Guidelines.

2018 — 2024

Experience Design Lead · Airbnb

Trust and profiles. Led the design vision for guest and host profiles in Passport, launched worldwide in Airbnb's 2023 Summer Release. Rooms incidents −12.1%, conversion +2.7%.

Airbnb design patent. First inventor on Airbnb's U.S. design patent application for Passport Stamps, the interface and icon system behind Passport.

AI dispute resolution. Built and led the Customer Support Platform team and launched AI-mediated dispute resolution and triage through an 85% staffing cut. Service cost −45%.

China. Led design for Airbnb's expansion into China, and scaled an international team from 4 to 40+.

Scale. Led 15+ initiatives recognized by CEO Brian Chesky, spanning the end-to-end journey from booking to payment.

Quality at scale. Figma templates and design systems for consistency, localization and accessibility, and a weekly creativity practice the team kept for five years.

2017 — 2018

Experience Designer · VeeR VR

Led design of a 360° VR content platform and its interaction guidelines, and built the VeeR design system.

2017 — 2018

Senior Experience Designer (Contract) · Cisco

Designed for the WebEx Teams app, and B2B solutions grounded in employee research.

2015 — 2017

Founding Experience & Product Designer · News Break

First designer. Took the app from research to launch and into the top 3 of its category, with 10M+ downloads.

2011

Design Intern · Nihola, Denmark

Design project for the Danish cargo-bike maker, during an exchange at the University of Copenhagen.

Education

Online — **Computer Science** · UC San Diego

2012 — 2015 — **Graduate studies** · Academy of Art University, San Francisco

Two works selected for the Spring Show.

2012 — **B.A. Architectural Design, High Honors** · Jiangnan University, School of Design

2011 — **Summer exchange** · University of Copenhagen, College of Engineering

Alongside

2025 — now — **Side project** · Bay Area design community on AI

About 50 product designers, studying together how people and AI will work side by side.

10+ years — **Mentor** · 35 designers

Recognition

2011 — **Red Dot: Best of the Best · Top 30** · Telescopic Raincoat

Design concept, team of eight.

2011 — **Red Dot Award** · Wave Escalator

2013 — **Solo exhibition, VIP pavilion** · Pingyao International Photography Festival