

# ICEY QIYUN ZHAO

## Design Lead @ Airbnb



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## About

As Airbnb's Design Lead with **10+** years, with **5 years** leader & mentor team. I specialize in **C2C**, **B2B**, and **VR** interaction design, having launched **12+** products, **5** from scratch, and developed **4** design systems.

My expertise extends to global product design, including projects tailored for the Chinese market, ensuring a deep understanding of user needs across various settings. My journey from startups to large corporations has cultivated a keen ability to simplify complex issues, guiding me toward creating designs that are inherently intuitive and focused on enhancing user experiences.



## Side project

Convened Bay Area product & experience designers to study future AI interaction trends.



## Work Experience

**AIRBNB.INC**  
Design Lead

Dec 2018 to Present  
(5 years 4 months)

For almost **6 years**, I led over **15 initiatives** recognized by the CEO, encompassing the entire product journey from booking to payment, with **dispute resolution and AI** enhancements. My efforts elevated the global user experience and expanded into the Chinese market pre-pandemic. Excelling in transforming **ideas to outcomes** and in **rapid iterations**. I'm dedicated to leading teams to enhance **efficiency**, foster collaboration, streamline processes, and improve the user experience.

- **Dispute Resolution + AI:** In a rapid response to urgent needs, cross-functional collaboration involving Data Science, product, Eng, legal and Research teams, led to create an AI-mediated platform. This effort streamlined dispute resolution, directly resulting in a 45% cost reduction. Analyzed and refined the issue triage process, based on Usability Testing to optimize the user experience, significantly improving dispute handling and bolstering our company's resolution standing.
- **From Idea to Outcome:** Leading to find the essence within complexity, creating guest and host profiles that show unique highlights, integrating essential profile cards into the Passport project. Enhances community engagement, fosters trust between hosts and guests, and thereby strengthens Airbnb's brand ecosystem.
- **Rapid Iterations:** Rapid iterations drove design decisions informed by insights into user behavior and psychology, targeting specific user needs, balancing user experience with product requirements. Exceeded business goal, contributing to an exceptional 60% growth beyond expectations for 2023.
- **Maximizing Team Efficiency:** led the creation of Figma templates to stabilize design delivery quality and enhance cross-functional work efficiency, minimizing communication gaps. Contributing design systems focused on consistency, localization, and accessibility. By mentoring designers and hosting creativity sessions, fostered a culture of innovation among the design team.

**VEER VR**  
Lead Experience Designer

Aug 2017 - Nov 2018  
(1 year 3 months)

A 360-degree VR content platform for watching, recording, and publishing videos on VR devices or other platform.

- Crafted guidelines for virtual interactions, boosting app comfort and engagement.
- Spearheaded the VeeR design system for brand identity and consistent UI, enhancing visibility and user experience.

**CISCO SYSTEMS**  
Senior User Experience Designer

Nov 2017 - Oct 2018  
(1 years 1 month)

- Contributed to the WebEx Team app, enhancing virtual collaboration for all users and designed B2B solutions based on employee research.

**NEWS BREAK**  
Experience Designer & Product Designer

May 2015 - Aug 2017  
(2 years 3 months)

- Supported product design and launch, helping News Break reach a top-three position with over 10 million downloads and awards.