"Wilson"

Xiaohang Zhang

Product Design Leader

ex - TikTok, Meta, GE

I'm a Product Design Leader with 9+ years of experience leading AI and monetization platforms and products at global scale, including leading cross-country teams of 10+ designers, building 0→1 GenAI products, and delivering multi-billion-dollar revenue impact across ads and monetization platform ecosystems.

🖥 Portfolio Website

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👤 Contact

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🎓 Education

Purdue University

Master of Fine Arts (MFA)

Interaction Design

2012 - 2016

Beijing University of Technology

Bachelor of Science (BS)

Industrial Design

2007 - 2011

🏷 Design Patents   x3

🏵 Design Awards   x2

📘 Publication   x1

TikTok | Monetization - Ads & GenAI
Product Design Manager
San Jose, CA
Nov 2022 - Nov 2024

Role & Scope:
- Led a 10+ cross-country design team (US & China), owning platform and AI design for TikTok Ads Manager, GenAI ad products, conversational AI Ad Assistant, and Search Ads.
- Directed product and design strategy across core monetization lines, driving vision, multi-half roadmaps, prioritization, and resource planning.

Product & Business Impact:
- Drove TikTok monetization growth through 150+ shipped design initiatives, elevating product quality and global advertiser experience.
- Led Ads Manager design for business expansion, contributing to $10B+ annual revenue, 1M+ weekly active advertisers, and 4.0+/5 CSAT.
- Co-defined the 0→1 product vision and design strategy for AI Ad Assistant, built a three-year roadmap, secured executive alignment, and delivered global MVP launch.
- Led design direction for Search Ads hyper-growth, scaling the business to $220M in Q3'24 (+289% YoY).

Design Operations & Execution Excellence:
- Established platform-wide design SOPs, quality review criteria, and UX metrics, improving execution rigor and experience consistency.

Team Scaling, Hiring & Structuring:
- Scaled the design team from 3 → 10+ by leading 200+ interviews and building Ads Manager and AI Ad Assistant design teams from scratch.

Meta (Facebook) | Monetization - Ads
Senior Product Designer (IC Lead)
San Francisco, CA
Dec 2019 - Nov 2022

Role & Scope:
- Served as IC lead for an Ads Platform design team at Meta Ads Manager, driving design strategy and long-term vision while aligning PM, Eng, DS, and senior XFN leaders on org-wide priorities.

Product & Business Impact:
- Led design for 10+ monetization and ads products, driving topline metric improvements and contributing $700M+ in annual revenue uplift across 5M+ global users and advertisers.
- Drove key strategic initiatives, including 0→1 short-form video ad products and a platform-level messaging framework adopted by 20+ partner teams.

Design Workflow & Quality Excellence:
- Optimized design workflows and established team-wide quality review practices, improving cross-team alignment and delivery consistency across Ads Manager.

Design Talent Development & Hiring:
- Mentored junior designers, managed interns, and conducted senior-level design interviews, strengthening team capability and supporting org-wide talent decisions.

General Electric | Smart Home Ecosystem
Senior UX Designer
Louisville, KY
Jun 2016 - Nov 2019

- Designed GE's connected-home experiences, including the SmartHQ app (200k+ users) and the Geneva smart voice assistant developed in partnership with the Amazon Alexa team.
- Built GE's e-commerce foundation by designing its first e-commerce app and leading AR shopping experiences (e.g., Café AR Viewer), driving higher customer engagement and product discovery.

FirstBuild
UI/UX Designer
Shanghai, China
Sep 2017 - Sep 2018

Toyota- Raymond
Design Co-op
Greene, NY
Jan - Sep 2015