

Tianxiang (Dave) Cai

PRODUCT DESIGNER · UX DESIGNER

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SUMMARY

Product Designer with **3+ years** shipping consumer products end to end: user research, information architecture, interaction design, design systems, and front-end delivery. As sole designer at Trofimo, grew a **0→1 AI product to 3,000+ registered users, tripled activation versus launch**, and shipped its **first and only revenue stream in 6 weeks**. AI-native: agentic AI workflows and design-to-code delivery.

SKILLS

Design

Interaction Design · Visual Design · Information Architecture · User Flows · Wireframing · Prototyping · Design Systems · Design Tokens · Motion Design · Design QA · Responsive & Cross-Platform Design · Accessibility (WCAG 2.2 AA) · Inclusive Design · Design Thinking

Research & Data

User Research (Generative & Evaluative) · Usability Testing · User Interviews · Surveys · Personas · A/B Testing · Competitive Analysis · Journey Mapping · Funnel Analysis · Product Analytics · Data-Informed Design · Co-Design & Workshop Facilitation

Product & Collaboration

Product Strategy · Roadmapping · PRDs & Feature Specs · Backlog Prioritization · OKRs · Metrics & KPI Definition · Stakeholder Management · Cross-Functional Collaboration · Storytelling & Presentation · Design Handoff · Agile (Scrum/Kanban)

AI & Technical Capabilities

Agentic AI Workflows · Vibe Coding · Design-to-Code · Prompt Engineering · Claude Code · Codex · Cursor · v0 · Lovable · Figma Make · Midjourney · React · JavaScript · HTML/CSS

Tools

Figma · ProtoPie · Rive · Lottie · After Effects · Cinema 4D · DaVinci Resolve · Photoshop · Illustrator · Miro · Jira · Smartsheet · Git · Google Analytics

EDUCATION

M.S., Human Centered Design & Engineering

University of Washington · Seattle, WA
2022–2024 · GPA 3.9

B.A., Digital Media & Design (cum laude)

University of Connecticut · Storrs, CT
2016–2020 · GPA 3.9

LANGUAGES

English (full-professional)
Mandarin Chinese (native)
Japanese (conversational)

EXPERIENCE

Trofimo I Lead Product Designer

Seattle, WA · Feb 2024–Present

- Owned Dynery **end to end** as the sole designer: user research, information architecture, interaction and visual design, PRDs, design QA, and driving open questions to clarity with internal and external stakeholders.
- Lifted activation **above 30% of new registrations** and **cut median onboarding time 65%** by diagnosing a launch-onboarding miss through funnel analysis, then rebuilding the getting-started experience around demonstrated value.
- Created the company's **first and only revenue stream** by taking DyneryPay from product strategy and PRD to production in **6 weeks**, reaching **31 paying users and 155 transactions** in its first five weeks live.
- Designed **industry-first experiences**, from a restaurant **dine-in mode to multiple DyneryPay split modes**, resolving **B2B-grade payment complexity** (shared-bill privacy, Group Lead permissions, edge cases) into a consumer flow groups trust with real money.
- Grew Dynery, an **AI-powered social dining product**, from **0 to 3,000+ registered users**, expanding the registered base **3.6x in a single quarter**, through usability testing, product analytics, and iterative experimentation.
- Built and governed a **350+ component cross-platform design system** with design tokens, variants, states, and motion patterns across iOS and Android, built to **WCAG 2.2 AA**, using agentic AI workflows to keep the library current at scale.
- Designed and shipped Access Tags, growing feature adoption **3.7x in one quarter to 42% of monthly active users**; diagnosed an **81% drop-off** in the group-creation funnel through event analysis.
- Helped secure **\$300K+ in early funding** by producing the product's first video prototype that turned the unbuilt MVP concept into a fundable vision.
- Raised interaction and motion craft through a **reusable Rive/Lottie motion library**, high-fidelity prototypes, and hands-on **React** delivery that kept shipped UI aligned with design intent.

Sony I Product Designer, Graduate Capstone

Seattle, WA · Jan 2024–Jun 2024

- Led U.S.-wide generative research and co-design to surface adoption barriers and define Sony Product Planning's spatial-computing direction.
- Prototyped a high-fidelity multimodal XR concept simulating spatial depth and tactile feedback; **usability testing** with 10+ participants showed a **40% improvement in measured engagement**.
- Produced a **high-fidelity video prototype** visualizing spatial interactions ahead of build, aligning Sony stakeholders on the vision.

TMS I Product Experience Manager Intern

Chicago, IL · Jun 2023–Aug 2023

- Developed and pitched the hybrid physical-digital Happy Meal concept that directly informed McDonald's **2024 global Collector's Meal campaign**.
- Contributed to an **8% increase in user retention** by redesigning the T-Mobile Tuesdays deal-redemption flow through usability testing and iterative prototyping, while delivering **100% on time across 4 enterprise accounts**.

Tesla I Motion Designer Intern

Shanghai, China · Jul 2021–Nov 2021

- Co-produced and edited 13 official videos (**5M+ views**) that became a default footage source for Tesla China coverage worldwide, reused by **CNN, The Wall Street Journal, and BBC**.
- Shipped content across **300+ Tesla showrooms in China** and partnered cross-functionally on strategies contributing to **70K+ follower growth**.
- Owned the full video production cycle, from scripting through color grading.