

# Aihang (Aven) Jin

Portfolio: [www.aihangjin.com](http://www.aihangjin.com)

## Contact

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## Experience

### Founding Product Designer

Eatevero

Jul 2025 – Present

- Own end-to-end UI/UX for an B2C AI-driven mobile app, designing onboarding and in-app experiences for real-time photo capture, OCR-based text recognition, item extraction, and generative cultural explanations — translating an OCR-to-generation pipeline into intuitive user workflows
- Drive end-to-end design execution through a successful iOS App Store launch, owning product polish and store-facing assets (screenshots, icon, positioning) to deliver a production-ready app from concept to release
- Design a non-transactional ordering flow as a second core product experience, repurposing shopping cart and e-commerce patterns to extend AI-driven discovery into order intent and sharing
- Build a design system from scratch in Figma, defining color semantics, typography, and core components while leveraging Material Design as a foundation to enable rapid experimentation in an early-stage startup environment
- Establish early brand identity through custom hand-drawn illustration assets, delivering high-quality visuals under a \$0 design asset budget and defining a flexible style optimized for rapid iteration and future brand evolution
- Contribute to early go-to-market efforts, using user and market research to guide product positioning and test early growth hypotheses across social channels

### Brand & Product Specialist

Shanghai International Studies University

Jun 2025 – Dec 2025

- Rapidly designed 40+ adaptable merchandise concepts and visual assets in a two-week sprint, enabling expanded product offerings across notebooks, umbrellas, insulated water bottles, keychains, and canvas tote bags
- Anchored execution between design, stakeholders, and vendors, navigating multi-round revisions and late-stage requirement changes to ensure accurate, high-quality production of merchandise
- Converted raw campaign copy into end-to-end visual advertising campaigns, making editorial and visual decisions to define information hierarchy, curate imagery, and iterate layouts that promoted products and drove revenue, tripling audience reach within one month

### Product Experience Consultant

Assurant (Contract)

Sep 2022 – Dec 2022

- Synthesized Assurant's four previously independent product categories into a unified Pocket Geek app

- structure, creating a single, navigable experience through clear information architecture and feature prioritization
- Translated a complex multi-product information architecture into an interactive, narrative product demo for stakeholders, simulating real user flows and feature integration to clarify design rationale and support product decision-making

### Product Design (System) Intern

WorkSpan

May 2022 – Aug 2022

- Systematized an existing design system for a B2B SaaS platform, organizing and extending a library of 70+ components and authoring 20+ usage guides that enabled company-wide adoption as the official design standard

### UI/UX Design Intern

FLIT Invest

Feb 2022 – May 2022

- Redesigned data-intensive investment detail interfaces for a fintech investment portfolio mobile app, translating complex impact metrics into simplified, scannable data layouts that supported a 250% increase in user subscriptions
- Designed the startup's officially adopted brand logo, establishing early product and brand foundations across mobile, web, and marketing and supporting rapid audience growth (100%+ media follower increase)

## Personal Development

### Independent Travel

2024 – 2025

- Led end-to-end planning of a self-directed solo journey across 8 countries and 20+ cities, coordinating logistics, budgets, and itineraries while adapting plans in real time across diverse cultural contexts

## Education

### Cornell University

M.A. Information Science, 2023

### University of California, San Diego

B.S. Human-computer Interaction, Cognitive Science, 2021,  
*Magna Cum Laude*

## Skills

### Tools & Technology

Figma, Illustrator, Microsoft Office, InDesign, Photoshop, Jira, ClickUp, Miro, Lark, Jupyter Notebook, Slack, R, Python, HTML, Adobe Creative Cloud

### Industry Knowledge

AI-Driven Products, OCR & Generative AI Workflows, Go-To-Market & App Store Launch, Cross-Cultural UX, UI/UX Design, Product Design, Accessibility & Inclusive Design (WCAG), Design System, Content Strategy, Cross-Functional Collaboration, Product & Stakeholder Communication, Vendor Coordination, Graphic Design, Typography, Illustration, Low-fidelity & High-fidelity Prototyping, Project Management, Wire-framing, Leadership, Web Design, Scrum, Agile Process, User Research, User Interview, Early-Stage Startups, Branding, Marketing, Consulting, Data Analysis