

Aijia Fang

AI-Native Product Designer

Santa Clara, CA · hahaijiah@gmail.com · linkedin.com/in/aijia-fang · hahaijia.com · +1 917-330-8791

SKILLS

TOOLS

Design

Figma, Framer, Adobe CC (Ps, Ai, Id, Pr)

AI & Code

Claude Code, Codex, Cursor

EXPERTISE

AI Workflows

Multi-agent system design, AI-augmented prototyping, prompt engineering, end-to-end generative workflows (image, video, voice)

Product Design

UX/UI Design, Rapid Prototyping, Design Systems, User Flow Design, Wireframing

Strategic Design

Service Blueprints, Journey Mapping, Ecosystem Mapping, Systems Thinking

Research

Ethnography, Usability Testing, Stakeholder Interviews, Competitive Audits

EDUCATION

Trine University

M.B.A.
Mar 2026 – Present

SCAD

M.A. in Service Design
2024–2025

Pratt Institute

B.I.D. Industrial Design
2017–2023 · President's List

AWARDS

Indigo Design Awards 2026

Silver in UX, Interface & Navigation; Silver in Interaction Design for Social Change; Bronze in Interactive Design

International Design Awards (IDA) 2025

Honorable Mention

LANGUAGES

English

Fluent

Mandarin

Native

ABOUT

AI-native product designer with a 6-year industrial design foundation from Pratt and a service design master's from SCAD. I specialize in the creative AI space, designing interfaces where human creativity and generative tools work together. Currently building a **multi-agent AI video production system** using Claude Code as a solo creator and system designer.

SELECTED PROJECTS

ShortDramaStudio

2026

A **multi-agent production pipeline** solving AI video's biggest gap: scaling single-shot generation into full narrative episodes with consistent characters across any input script. Solo-built using Claude Code; currently in active development with the full pipeline architecture validated end-to-end.

Eau de Toi

2025

Reimagined the **in-store fragrance shopping experience** to replace shelf overwhelm with personality-based scent discovery. Customers step into an immersive booth where moods and visual cues guide them to a matched fragrance they trust.

Nuzzle

2025

A **companion app for first-time cat adopters** tackling a 50% return rate within the first 30 days. The app closes the post-adoption support vacuum with daily check-ins, shelter-synced health records, and on-demand expert chat. Hi-fi functional prototype.

EXPERIENCE

Service Designer · SCADpro × FINRA

Jun – Aug 2025 · Savannah

- Designed **brand audit research** for FINRA, a major U.S. financial regulator, identifying structural gaps in the existing brand system across digital, print, and internal communications touchpoints
- Developed a **strategic brand framework**, including brand archetype, DNA, and personality system, that translated research insights into a coherent positioning anchored on Trust, Innovation, and Clarity
- Delivered across **four integrated workstreams** (brand audit, digital experience strategy, asset library, internal communications toolkit), establishing a scalable system for consistent stakeholder communications

Industrial Design Intern · NANOV Display Inc.

Aug – Oct 2023 · New York

- Engineered **production-ready outdoor kiosks** for commercial clients, resolving hardware-ergonomic tradeoffs that defined final manufacturing specs
- Spearheaded physical prototyping, surfacing critical manufacturing flaws before production and cutting material waste in the build cycle

Leasing Agent · Acre NY Realty

Sep 2023 – Aug 2024 · New York

- Closed **15 deals within the first 3 months** as a new agent, managing end-to-end client service delivery in high-stakes leasing operations
- Earned **"Rookie Rising Star"** award for stakeholder management, serving as primary liaison between landlords and clients to negotiate terms and resolve operational issues