Yu Rong

Core Expertise
Product Design
AI Product Experience
Design Systems
Visual Language
Interaction Design
Information Architecture
Prototyping
Stakeholder Alignment
Systems Thinking

Tools & Workflow
Figma
ChatGPT
Claude

AI-native workflow:
Research synthesis
Concept exploration
Intent-based flows
Prototyping
Product documentation

Jury Member
Awwwards
The FWA

Guest Lectures
Academy of Art University
Middlebury College
California College of the Arts
General Assembly

Languages
Mandarin & Cantonese
English

hi@yurong.co

Product & Visual Design

A multidisciplinary designer working across brand, web, and digital products, spanning B2B, consumer, and emerging tech.

I turn ambiguity into direction, transforming complex ideas into experiences people understand and trust. I work hands-on from strategy to execution, using AI to accelerate exploration, decision-making, and delivery without losing what makes the work feel human.

WestCap *Remote*

Creative Director, Product | Nov 2024 – Present
Product Design Lead | Jan 2021 – Nov 2024

Lead product and visual design across a portfolio of growth-stage companies backed by WestCap, partnering directly with founders, operators, and executive teams.

Design products, systems, and future-state visions that help teams navigate ambiguity, align around opportunities, and move from concept to execution. My work spans product strategy, design systems, AI-powered experiences, brand systems, and executive storytelling across companies including Addepar, Hopper, StubHub, FLYR, and Venchi.

Known for turning complex ideas into intuitive experiences by connecting product, brand, and business strategy.

Meta *Contractor*

Senior Designer | Sept 2020 – Jan 2021
Designed visual systems and brand experiences for internal Meta initiatives, partnering with cross-functional teams to create clear, engaging experiences at scale.

AKQA

Senior Designer | Jun 2019 – Sept 2020
Designed digital products and brand experiences in collaboration with UX, engineering, and motion teams, balancing visual craft with usability across global client engagements including IBM and Delta.

Apple *Contractor*

Senior Designer | Oct 2017 – May 2019
Designed and delivered product marketing experiences for Apple.com, collaborating across large multidisciplinary teams to maintain quality, consistency, and attention to detail at scale.

Astro Studios

Visual Designer | Jul 2016 – Jun 2017
Worked across branding, packaging, digital products, and user experience, collaborating closely with industrial designers to bring ideas from concept to launch.

Early Career & Education

Feb 2013 - Jun 2016: Earned the MFA from the Academy of Art University, where my portfolio was awarded "Best in Show" at graduation. During my studies, I interned at Mythology, Kuli Kuli, and Astro Studios.

Prior to 2017, worked in Guangzhou, Hangzhou, and Macao, including at Leo Burnett, gaining experience in brand and marketing design for Procter & Gamble.