

Ice Zhao Bing

Product design lead with 12+ years of experience across AI products, digital twins, enterprise platforms, and digital experiences. Currently leading product design at Reka AI. Previously led digital twin and smart-city projects at Unity for manufacturing, construction, and real-world operations.

Employment

Product Design Lead | Reka AI Mar 2025 – Now

- Lead design across Reka’s multimodal AI products, including Research Agent, Vision Agent and Reka Clip.
- Analyzed product data and user behavior, partnering with research and engineering teams to define and prioritize new features
- Used PostHog and user-behavior analysis to identify workflow drop-offs, uncover unmet editing needs, and inform product improvements
- Introduced AI-enabled design workflows to improve productivity, speed, and design execution
- Worked as a product builder across the full lifecycle, from concept and prototyping to implementation and launch

Product Design Lead | Unity Jan 2022 – Mar 2025

- Led product design for enterprise spatial computing and digital twin solutions across manufacturing, construction, and smart-city use cases
- Designed workflows that helped operators and decision-makers understand complex physical environments, live system states, operational risks, asset relationships, and spatial context
- Created digital twin experiences that connected spatial views, structured data, object hierarchies, monitoring states, and operational actions
- Led and mentored a small design team, providing design direction, feedback, and alignment across multiple product initiatives
- Partnered with cross-functional teams and external stakeholders to align product strategy, user needs, technical constraints, and delivery priorities
- Contributed to shared design systems and scalable interaction patterns across a multi-product ecosystem

Senior UI/UX Designer | Huge Inc. Jan 2019 – Jan 2022

- Led design for the SK-II Superpower Assistant App, adopted across 700+ retail stores in Japan.
- Optimized onboarding flows and user interfaces to enhance feature adoption and engagement.
- Built scalable design systems for e-commerce and retail digital transformation projects.

Digital Art Director | Make Studios Jun 2016 – Jan 2019

Interactive designer | Publicis Dec 2014 – Jun 2016

Creative designer | Millennial Media Nov 2013 – Dec 2014

Contacts

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Linkedin

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Education

Nanyang Technological University, Singapore

2011 – 2013

Bachelor of Information Eng. and Media

Copenhagen Institute of Interaction Design

2016-2016

Prototyping for Connected Spaces

Nielsen Norman Group

2021

UX Certificate

Skills

- Product Strategy
- Design Leadership
- AI Product Design
- Enterprise SaaS
- User Research
- Stakeholder Management

Tools

- Figma
- Claude
- Posthog
- Cursor
- Framer
- Adobe Creative Suite
- Unity
- Blender

and more...