

Dake Cui

Product Designer

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Portfolio: portfolio.da.ke
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Summary

Product Designer with 4 years of experience building digital products, including designing AI-powered SaaS platforms from the ground up. Strong in interaction design and system-level thinking, with experience crafting scalable design systems, complex workflows, and AI-driven product experiences. Proficient in motion and visual design, supporting interaction clarity, communication of complex product states, and brand consistency.

Work Experience

Sr. UX Designer, Mar 2026 – Present

TAL / Epic Kids, Beijing, China

- Design product experiences for a children's digital reading and learning platform, covering end-to-end flows across the kid-facing reading experience and the parent- and educator-facing surfaces that support it.

UX Designer, Jun 2024 – Feb 2026

Webalo, Inc., Los Angeles, CA

- Co-designed core workflows for a new AI-Driven Data Workspace, covering onboarding experiences, AI interactions, and task execution. Explored and validated design solutions through mockups and prototypes, using generative AI tools to speed up early-stage exploration. Established reusable components and design foundations to ensure usability, accessibility, and future scalability.
- Led UI and experience design for the platform unification project, consolidating two legacy portals into a single platform supporting thousands of enterprise users, replacing fragmented navigation with a unified experience. Restructured navigation and information architecture, and built a scalable design system to ensure consistent workflows across teams.
- Worked closely with Product, Engineering, and Customer Success to translate customer feedback and real-world constraints into iterative design decisions. Designed multiple new features and experience improvements across the platform, and produced clear design documentation to support smooth handoff and reliable implementation under technical limitations.
- Applied accessibility design considerations across components and color systems, and contributed motion and visual design to support prototyping, product communication, and brand consistency.

Jr. UX Designer, May 2022 – Jun 2024

Webalo, Inc., Los Angeles, CA

- Designed UX solutions for desktop and mobile features, translating product requirements into clear user flows, wireframes, and high-fidelity prototypes that supported development and iteration.
- Prepared structured, developer-friendly design files and documentation to support smooth handoff and efficient implementation.
- Contributed to branding and visual design efforts, creating marketing assets and website updates while maintaining alignment with existing style guidelines.

NBC News/MSNBC Artworks Intern, Jun 2021 – Aug 2021

NBCUniversal Media, LLC, New York, NY

- Collaborated with a multidisciplinary design team to redesign the visual identity for NBC News Now Channel, including logos, layouts, motion transitions, and text animations.
- Created graphic assets for live and recorded news programming across NBC News and MSNBC platforms.
- Contributed to a NextGen TV concept pitch, exploring future-facing broadcast and digital experiences.

Freelance Designer, Oct 2020 – May 2023

DA.KE, Los Angeles, CA

- Delivered design solutions for clients including NBCUniversal, StudioMelrose, MOCU Design, and eMarketer across websites, presentations, user manuals, and marketing assets.

Education

Master of Fine Arts in Graphic Design, Aug 2020 – Apr 2022

ArtCenter College of Design, Pasadena, California

Bachelor of Fine Arts in Graphic Design, Sep 2016 – May 2020

Maryland Institute College of Art, Baltimore, Maryland

Skills

Design: Product Design, UX/UI Design, Design Systems, Prototyping, AI-assisted prototyping and workflows, Graphic Design, Typography, Motion Graphics, Video Editing. **Tools:** Figma, FigJam, Figma Make, Lovable, Webflow, Sketch, Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Lottie, Framer. **Technical:** HTML/CSS (working knowledge), JavaScript (basic).