ICEY ZHAO

Ex: Airbnb / Sr Design Manager @ TikTok

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San Francisco Bay Area

About

I have over 13 years working experience, with 6 years leader & mentor team. I specialize in C2C, B2B, and VR interaction design, launched 12+ products, 6 from scratch, and developed 4 design systems.

Most recently at TikTok, I lead design for the CRM platform behind its global sales organization, and founded an AI platform where product, design, operations, sales, and engineering build together.

Recognition

Red Dot: Best of the Best · Top 30 · Telescopic Raincoat · 2011

Red Dot Award · Wave Escalator · 2011

Solo exhibition, VIP pavilion · Pingyao International Photography Festival · 2013

Education

B.A. Architectural Design, High Honors · Jiangnan University · 2012

Graduate studies · Academy of Art University, San Francisco · 2012 - 2015

Exchange · University of Copenhagen · 2011

Side project

Convened and led the Bay Area product & experience designers to study future AI interaction trends.

Work Experience

TIKTOK

Nov 2024 to Present (2 years 1 month)

Sr Design Manager

Lead design for TikTok's global monetization customer relationship management (CRM) platform & foundation, before that, 18 months on Trust & Safety design strategy and systems.

- **CRM Platform & Foundation:** Domain design lead for the systems behind TikTok's global sales organization. Grew the team from 6 to 11 and coverage from 8 to 15 product lines; sets the domain's experience strategy, roadmap, and quality bar.
- **Creation Craft × Code Craft:** Founded and led a 0-to-1 AI platform where product, design, operations, sales, and engineering build together. Launched org-wide in Oct 2026; 170+ projects in two weeks, no promotion; alignment cycles cut from 3-4 weeks to 1 week.
- **AI-Native Sales:** Driving the end-to-end shift of the sales CRM from AI-enabled to AI-native, leading design for SalesAlly and the Research Hub: graded autonomy for AI agents, proactive task push, and one unified view of tasks, customers, and conversations.
- **Trust & Safety:** Redefined platform governance: from a court model to an immune ecosystem. Set design strategy and systems across the LIVE & Video ecosystem, youth safety, messaging and search safety, account and identity, and transparency; led the Report redesign to a full platform rollout.

AIRBNB.INC

Dec 2018 to Nov 2024 (6 years)

Experience Design Lead

For over 6 years, I led 15+ initiatives recognized by the CEO, spanning the product journey from booking to payment. My work elevated the global user experience, expanded into the Chinese market pre-pandemic, and produced a granted U.S. design patent.

- **From Idea to Outcome:** Led the design vision for guest and host profiles in the Passport project; first inventor on its U.S. design patent for Passport Stamps (D1,101,782).
- **Cohesive Team and AI Dispute Resolution:** Built and led the online Customer Support Platform team; directed the cross-functional launch of an AI-mediated dispute resolution platform, cutting costs by 45%.
- **Maximizing Team Efficiency:** Championed Figma templates and scalable design systems for consistency, localization, and accessibility. Mentored designers and hosted creativity sessions.

VEER VR

Aug 2017 to Nov 2018 (1 year 3 months)

Sr Experience Designer

- Led design of a 360° VR content platform and its interaction guidelines, including VR virtual-scene experiences; spearheaded the VeeR design system.

CISCO SYSTEMS

Nov 2017 to Oct 2018 (1 year 1 month)

Experience Designer

- Contributed to the WebEx Team app, focused on the virtual office collaboration experience.

NEWS BREAK

May 2015 to Aug 2017 (2 years 4 months)

Founding Experience & Product Designer

- Supported product design and launch, driving News Break to Top 3 in its category on the Apple App Store, with 10M+ downloads and industry awards.

NIHOLA

2011

Design Intern

- Cargo-bike hardware project, designed during a University of Copenhagen exchange.