Yijing Zhang

A seasoned Product Designer with over a decade of experience in B2B SaaS. Proven expertise in scaling design systems, delivering revenue-driving features, and leading UX strategy for companies including Salesforce, Outreach, and Qualified. Expert in interaction design, visual design, and leveraging AI for product innovation.

QUALIFIED · Outreach · salesforce · desk. · jda.

Experience

Lead Product Designer @ Qualified (Agentic Marketing Platform)
Oct 2023 – Jul 2025

- Designed & shipped dozens of new features and UI improvements, directly contributing to 50% YoY revenue growth.
- Led design of Meetings product, increasing customer meeting booking efficiency for B2B sales teams.
- Created Offers product to surface personalized marketing offers and streamline lead capture, improving conversion rates by 30%.
- Partnered cross-functionally with engineering & product leadership to define roadmap priorities and scale design practices.

Design System Specialist @ Outreach (Sales Intelligence SaaS)
Nov 2020 – Oct 2022

- Scaled Outreach's enterprise design system during hypergrowth from startup to enterprise.
- Developed visual language foundations (global color strategy, typography, grid system, iconography) driving UI consistency across 50+ features.
- Collaborated with designers and engineers to consolidate design patterns and components, migrating legacy UI to a new React-based framework and reducing design debt by 40%.
- Championed redesign of SLDS documentation site, boosting designer engagement and accelerating onboarding.
- Built a scalable illustration system, enabling consistent brand storytelling across Salesforce products.

Senior Product Designer @ Salesforce Service Cloud | Desk.com
May 2012 – Jul 2019

- Designed over onboarding & admin experience for Desk.com, which became the foundation for Salesforce Service Cloud.
- Redesigned admin UI, doubling conversion from trial to paid customers.
- Co-led mobile experience launch, reducing customer support response time and driving adoption among SMBs.

UX Designer @ JDA | RedPrairie
May 2012 – May 2013

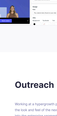
- Overhauled enterprise UX for legacy supply chain apps, modernizing accessibility & usability standards.
- Built early pattern library used by 30+ designers, reducing design inconsistencies by 20%.
- Partnered with researchers, PMs, and engineers to ship solutions used by hundreds of enterprise customers.

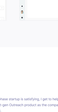
Freelance Designer @ Various Startups (Salon HQ, KidsGOT, Fave)
2016 – Present

- Advised startups on UX strategy, visual design, and MVP product roadmaps, helping teams secure seed funding and accelerate GTM.
- Delivered brand identity & UX design that positioned companies for early customer traction.

Qualified

I led the design for Qualified's core Meetings and Offers products, helping to transform the platform into an AI-powered agentic platform. I focused on understanding customer needs and shipped impactful features that drove meaningful results.





Meetings
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