

Beyang Shi

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A product design leader with expertise in enterprise software and experience across various industry domains. Specialization in applied design-thinking, cross-cutting platform design, AI-integrated product experiences, and systems thinking to craft solutions with measurable impact.

SKILLS

Leading Ambiguous, Cross-Functional Projects · Systems & Platform Design · Cross-Functional Leadership · Cross-Functional Collaboration (Product, Engineering, Data Science, Customer Success) · Communication & Design Rationale · Facilitation & Workshop Design · Mentorship & Design Critique · User Research & Usability Testing · Figma & Prototyping · Enterprise B2B & Technical Products · Remote/Distributed Teams

EXPERIENCE

Co-founder & Principal Product Designer | Rune XD *March 2023 – Present*

Founded an independent design consultancy partnering with growth-stage companies on platform-level design problems — from 0-to-1 builds to unifying fragmented systems into cohesive experiences.

- Founding Designer, DocDraft (legal-tech startup): designed the platform from 0-to-1, pairing AI-driven guidance with legal experts in the loop to make legal help accessible and self-guided — a "TurboTax for legal help" model — growing new customer acquisition from 1–2 per week to 60–100 per week.
- PointMe: restructured the core search platform over a multi-year engagement, increasing signups by 200%; improved discoverability of previously hidden features, driving a 4–10% lift in plan subscriptions.
- OCALI (Ohio's statewide resource center for disability and autism-focused education): redesigned the learning platform for ease of use and mass distribution across schools and institutions, introducing admin tooling for managing large, complex teams and assigning learning modules.
- Additional work spanning government habitat tracking and workplace training platforms.

Principal User Experience Designer | Calendly *March 2020 – March 2023*

Led design for year-long overhaul of Calendly's user management and permissions system, enabling companies of all sizes — from small businesses to multi-company conglomerates — to operate seamlessly on a single account.

- Led design across a five-stream permissions program involving five designers, personally owning the Admin Information Architecture workstream while partnering with a core leadership team — Staff PM, Tech Lead, and Tech Support — to align priorities and execution across all five streams.
- Facilitated ongoing alignment with executive leadership — including the CEO, CTO, Head of Product, Head of Enterprise, Technical Leadership, Head of Marketing, and Customer Success — regularly presenting design direction and rationale.
- Orchestrated the strategic inception and implementation of a comprehensive program rearchitecting Calendly's user management and permissions system, enabling companies of varying sizes — from small businesses to multi-company conglomerates — to operate seamlessly on a single account.
- Bolstered privacy and security measures through this program, playing a critical role in Calendly's expansion into enterprise markets.

Senior Product Design Consultant | ThoughtWorks *August 2015 – March 2020*

Designed B2B, internal-tools, and data-heavy enterprise products across security, retail, and financial services, working in a highly embedded model directly alongside engineers, data scientists, and domain experts to design within real technical and feasibility constraints.

- 84.51 (Kroger's data company): unified three fragmented reporting tools — previously, one tool handled 60% of reports and two others the remaining 40% — into a single platform generating 95% of reports through one experience; launched to an existing base of 1,500 clients and \$140M+ in annualized revenue, lifting NPS by +72 points.
- BlueVoyant: designed and shipped BlueVoyant's first system-wide, greenfield security-as-a-service product, establishing core information architecture and workflows for managing security operations at scale, comparable to Secureworks; customers frequently cited the product's ease of navigation despite the complexity of the underlying domain.
- Delivered additional enterprise design work in global banking, telecommunications, and health & fitness sectors, applying human-centered design to solve complex problems with holistic, adaptive solutions across multi-channel platforms.