

# Ruiyi Zhou

Senior Interaction Designer  
LinkedIn URL | Portfolio URL | Email Address

I translate extreme B2B complexity into intuitive, AI-guided workflows, building foundational enterprise platforms at scale.

## PROFESSIONAL SUMMARY

**Strategic UX Design Lead specializing in 0-to-1 AI product incubations, highly complex enterprise B2B ecosystems, and advertising sales platforms.** Proven track record of navigating extreme ambiguity to define 2- to 5-year product visions, shifting legacy Google Ads sales workflows into cohesive, intelligence-driven platforms. Uniquely pairs deep systems thinking for global sales CRM tools—designing systems that manage the end-to-end lifecycle of Google Ads customers and over \$100B in revenue—with nimble, consumer-grade design execution. Brings deep domain expertise in the online ads ecosystem, championing customer-centric selling and end-to-end advertiser journeys. Adept at prototyping in code (HTML/CSS/JS, Vite), driving cross-functional alignment, and championing "AI-native" interaction models.

## EXPERIENCE

**Google** | Mountain View, CA

**Senior Interaction Designer** | May 2018 – Present

*UX Lead for Mission Control and Customer Planning within Google's proprietary Sales CRM. Drives the UX strategy for complex tools that empower 15,000+ sellers to manage global advertising customers and leverage insights for growth.*

### **0-to-1 Enterprise AI Product Strategy & Incubation:**

- **Spearheaded the foundational UX strategy for "Mission Control,"** a net-new AI-powered CRM platform designed to be the central command center for Google Ads sellers.
- **Defined the product's core intent-based framework,** shifting the enterprise user paradigm from reactive data consumption to proactive, AI-guided sales workflows.

**Direct-to-Customer AI Companion (Chrome Extension):**

- **Led the UX design for a consumer-facing Chrome extension AI companion (Marketing Advisor)**, expanding design impact from internal B2B tools to direct-to-advertiser experiences.
- **Designed intuitive, consumer-grade AI interactions**, including Beta Voice input onboarding, microphone permission flows, and seamless Human-in-the-Loop (HiTL) live transfer escalations to connect advertisers directly with human sales agents.

#### **Customer Maturity Journey (CMJ): End-to-End Enterprise Ads Experience:**

- **Led the E2E UX strategy for the Customer Maturity Journey (CMJ)**, designing a comprehensive framework for sellers to manage the advertiser lifecycle from onboarding to excellence.
- **Championed customer-centric selling**, unifying complex monetization levers like Growth Planner and OptiScore into a cohesive seller workflow.

#### **Sales Planning & Cross-Org Integration with Insights**

- **Transform complex sales planning into intuitive workflows with insights.** Led the architectural UX integration of complex enterprise rules—including Investment Potential versus Ambition, complex Year-over-Year (YoY) calculations, and Joint Business Plan (JBP) structures—into a cohesive annual planning experience for 15,000+ sellers.
- **Established a shared operating model across deeply siloed organizations.** Drove cross-organizational alignment between historically separated CRM and Sales Intelligence engineering teams, facilitating joint workshops to map the end-to-end user journey and successfully unblock technical implementation.

#### **Enterprise Sales Planning & Monetization Systems**

- Built foundational systems for the enterprise monetization lifecycle. Navigated extreme B2B complexity to translate hardcore financial forecasting logic—including Investment Potential versus Ambition, Joint Business Plans (JBP), and complex YoY calculations—into scalable, intuitive planning workflows for 15,000+ global sellers.
- Inspired a shift in direction for enterprise data architecture. Challenged prevailing assumptions around legacy data consumption by initiating a data-driven redesign of Connect Sales Portfolio tables. Successfully influenced cross-functional decision-makers to adopt scalable, workflow-oriented architectures to resolve severe cognitive overload and data density issues
- Designed complex tracking experiences for sales leadership. Navigated ambiguity to define the problem space for executive workflows (Pipeline 2.0). Designed data-dense scoreboards, trend visualizations, and budget classification inputs to empower Sales Managers and Heads of Industry (HOIs) to monitor pipeline health and "Ambition vs. Sufficiency" metrics
- Evangelized unified UX strategies across siloed organizations. Acted as a trusted facilitator to cross-functional leadership, resolving complex tradeoffs between

historically separated CRM and Sales Intelligence engineering teams. Led joint workshops to establish a shared operating model, directly unblocking technical implementation for embedding AI insights into the seller journey

### **AI-Native Design Leadership & Organizational Upskilling**

- Pioneered "Vibe Coding" & AI-Assisted Prototyping: Transformed the organization's design-to-code pipeline by initiating workshops to help UX team keep up with the latest AI tools
- Upskilled the broader UX team on leveraging AI to rapidly generate front-end code (HTML/CSS/JS, Vite, Firebase), effectively establishing a new "vibe coding" workflow to bridge the gap between design and engineering

## **EDUCATION**

**University of Washington** | Seattle, WA

Master of Science in Human Centered Design & Engineering (HCDE)

**University of Electronic Science and Technology of China** | Chengdu, China

Bachelor of Engineering in Communication Engineering

## **SKILLS**

- **Strategic Design:** B2B Sales CRM Platforms, Advertising Monetization Workflows, Direct-to-Consumer (B2C) Experiences, Chrome Extension Design, 0-to-1 Product Incubation, Systems Thinking.
- **AI & Technical:** AI-Native UI Patterns, Conversational AI & Voice UI, Human-in-the-Loop (HiTL) Workflows, Rapid Prototyping in Code (HTML/CSS/JS, Vite, Firebase).