

Minzhe Dai (Tracy)

minzhedai.com

[LinkedIn](#)

tracymdai@gmail.com

7347307293

Experience

Sr. product designer @ LinkedIn 2022 - Present | Sunnyvale

Lead the design of reservation ads form 0 to 1. Built the front end with Cursor and collaborated with engineers to ship it in a few weeks. Unlocked \$45M ARR.

Lead the design of GAI assisted ad creation experience including AI generated ad copy, DALL-E integration, and ad variants creation.

Designed Connect TV ad, driving \$140M annual revenue.

Led the vision design of media planner. Aligned strategic direction with cross-functional team and got leadership buy-in on product strategy.

Designed high revenue ad formats including document ads, thought leader ads and conversation ads.

Spearheaded Design to Code initiative to train and onboard all 25 designers to Cursor. Enabled all designers to ship code. Lead a 3-day builder sprint to practice new workflow, fix bugs and collectively merged 100+ PRs.

Product designer @ Flexport 2021 - 2022 | San Francisco

Designed a 3rd party file uploader and scaled the pattern to 8 different uploaders in the product. Documented and contributed pattern to the design system.

Led the design of emissions insights dashboard. Increased carbon offset enrollment rate by 50%.

Product designer @ Adobe 2016 - 2021 | Portland, OR

Designed engagement program and email program for B2B nurturing campaigns. Hosted monthly user group to get product feedback.

Designed Marketo dashboard and featured at Adobe's annual summit.

About

In the past decade, I have designed and shipped multiple products at Strava, Adobe, Flexport and now LinkedIn. I've built strong domain knowledge in adtech and marketing but also experienced in logistics, sustainability, and social media. I'm obsessive about craft and impact at every level. I take pride in my level of ownership. I will get things done while have fun:)

Education

Northwestern University

M.S. Integrated marketing communications

University of Michigan, Ann Arbor

B.A. Communication & Art history

Skills

Design: Figma, Adobe creative suite

Prototyping/Vibe coding: Framer, Cursor, Figma Make, Claude code, Loveable, Magic pattern, VO, Supabase

Research: User interview, Survey Focus groups, diary studies, contextual inquiry, Product analytics

Collaboration: Organizing workshops, Facilitating design sprints, Scrum/Agile framework, Kanban

Language: English, Mandarin