

Rui Song

Product designer with 8+ years across product and systems design, specializing in AI product strategy, cross-platform systems, and complex workflow products. Known for turning ambiguous, system-level problems into clear product strategies and scalable experiences that drive user and business outcomes.

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EXPERIENCE

Staff Product Designer | Included Health

11/2021 – 06/2026 | San Francisco

Cross-Platform Product Systems & Operations

- Led a redesign across three interconnected platforms, connecting consumer-facing, clinician-facing, and operations experiences into a cohesive cross-platform ecosystem. Increased user satisfaction by 23% and helped double the service line's profit margin.
- Led the service design of an end-to-end claims support system spanning consumer-facing experiences and multiple operational team workflows, restructuring the information architecture and optimizing cross-team workflows to improve operational efficiency by 31%.

AI Product Strategy & Consumer Experience

- Defined the vision and led the end-to-end design of Concierge Dot, an agentic AI product that translates ambiguous user needs into the right care pathway. Reduced urgent-care task time by 12% and increased user satisfaction by 34%.
- Created a cross-product AI framework that transformed fragmented touch points into one cohesive experience and aligned product, engineering, and operations teams around a shared platform vision and roadmap. Adopted across 8 product teams.
- Redesigned the end-to-end billing and payment journey, increasing invoice collection by 30%+ and reducing collection costs by 26%.

Lead Product Designer | Doctor On Demand

02/2021 – 11/2021 | San Francisco

Workflow Platform & Service Operations

- Set the vision and led the end-to-end redesign of a workflow platform used by providers, reducing task completion time by 21% and increasing patient satisfaction by 16%.
- Redesigned messaging across consumer and support-team experiences, streamlining case management and cross-team handoffs. Reduced case resolution time by 11% and increased messaging MSAT by 29%.

Interaction Designer | Google - Capstone Project for MHCID

02/2019 – 09/2020 | Seattle

AI-Assisted Data & Analytics Platform

- Designed an AI-assisted data platform that helped city leaders evaluate public programs and make planning decisions through connected workflows, analytics dashboards, and data visualizations.

Freelance UX/UI Designer

03/2018 – 01/2020 | San Francisco

- Designed and shipped 10+ iOS apps for startups and small businesses, owning product definition and UX/UI.

Urban Designer | Perkins&Will

05/2012 – 02/2019 | San Francisco

- Designed large-scale institutional master plans, coordinating complex stakeholder, spatial, and implementation constraints.

CORE EXPERTISE

AI Product Strategy · Cross-Platform Systems · Complex Workflow Design · Workflow Optimization · SaaS · Information Architecture · Service Design · Design Leadership

TOOLS

Figma · Figma Make · v0 · Claude Code for AI prototyping

EDUCATION

Master of Human-Computer Interaction and Design

University of Washington, Seattle

Master of Architecture

University of Illinois, Urbana-Champaign

Bachelor of Architecture

Chongqing University, China