

Grace Dai

grace-dai.com

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Product designer with 6+ years of experience, bridging systems thinking and visual craft to build elegant, scalable products from ambiguous problems.

Experience

Pomegranate Design

Founder and Principal Designer

Nov 2025 - Present

Embedding with early stage startups to support product design, design systems, websites and storytelling, and more.

Notable client: **Variance** – building AI agents for risk investigations.

- Developed in-product features and workflows that **drove demos and pilots**, and **initiated a design system + interaction patterns** that scaled with the product's growth
- Designed and implemented the Series A launch website with new branding, **generating strong inbound interest**

Pinterest

Product Designer

May 2020 - Mar 2026

Designed new and foundational features for **collages**, a creative tool.

- Drove a scalable system for layouts and templates. Shipped initial layouts feature: **+14.7%** in collage publishes
- Improved usability for key user flows, including cutout selection and detection, adding cutouts from Pins, and cutout drawer improvements

Drove and shipped a new home feed widget: **1.7M** active widgets in 8 months
Followed up with iOS educational upsell: **+75k** weekly active users

Owned and shipped various projects around **sharing, collaboration, and notifications**.

- Initiated a notifications redesign vision that led to:
 - New unified inbox: **+6.78%** message sends, **+44.3%** message request accepts, **-13%** notification unsubscribes
 - Notification settings IA overhaul: **-32.8%** global unsubscribes, **+44%** settings adjustments
- Co-led a sharing product vision; led design for multi-Pin sharing from MVP through ship: **+14.5k** receiver MAU, **+1.08%** share rate
- Designed and shipped experiments across sharing awareness, upsells, and logged-out social experiences: **+200k** weekly active users

Zendesk

Product Design Intern

May 2019 - Aug 2019

Built the event timeline for the Sunshine CRM platform, including **designing new UI** using Zendesk's design system and **conducting user research** to create an initial filtering system.

Education

California College of the Arts

BFA Interaction Design,
Graduated with Distinction

Sep 2016 - May 2020

Skills

Product Design, Interaction Design, Visual Design, Prototyping, Motion Design, Information Architecture, Systems Thinking, Design Systems, Usability Testing, User Research, Growth Design, A/B Testing, Video Editing, AI Tooling & Prompting