

Tiffany Wing

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experience

Lyft 2025 - PRESENT SR PRODUCT DESIGNER

- Led 0→1 product initiatives from concept to launch across complex cross-functional, regulatory, and accessibility considerations, creating experiences with no existing design precedent for diverse user needs.
- Owned E2E design strategy for Lyft's first international expansion, enabling North American riders to access rides across 50+ European markets and shipping the experience within ~2 months under a critical launch timeline.
- Defined the product design foundations for Lyft's 3rd Party Agentic Experiences, applying first-principles thinking to establish user workflows, interaction models, and system behaviors across different interaction modalities.

Snap Inc. 2020 - 2024 PRODUCT DESIGNER

- Led the design of 0→1 and core Bitmoji experiences that increased Snapchat Bitmoji MAU by 25%+ YoY across 350M+ monthly active users.
- Designed a scalable commerce platform for Bitmoji Fashion, enabling monetization while establishing reusable patterns for future experiences.
- Drove product strategy through roadmap planning, XFN collaboration, and partnership concepts that expanded the Bitmoji ecosystem.
- Championed accessibility, localization, and inclusive design to create high-quality experiences across devices and global audiences.

design & strategy

0→1 Product Design
Product Strategy
Systems Thinking
First Principles Thinking
Product Experimentation
UX Architecture
Interaction Design
Design Systems

leadership & impact

XFN Leadership
Workshop Facilitation
Hiring & Talent Development
Stakeholder Management
Roadmap Planning
Executive Communication
Design Critique & Facilitation

craft & tools

Figma
AI-assisted Design Workflows
AI Prototyping (Claude + Cursor)

Check out my work here!

www.tiffanywing.com

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