

Jinhua Rosselot

Lead Product Designer

Product UX | AI-Assisted Design

Lead Product Designer with **10+ years** of experience leading **end-to-end UX and product design** across enterprise, SaaS, healthcare, financial services, fitness, automotive, and data platforms. Experienced in taking complex products from **discovery and research** through **UX strategy**, interaction design, prototyping, **usability testing**, **design systems**, **accessibility**, and developer handoff. Experienced using **ChatGPT**, **Claude**, and **Figma Make** to support ideation, research, prototyping, content exploration, and design workflows. Strong collaborator with product managers, engineers, business stakeholders, and client teams.

Work Experience

Azalea Art

Remote | Los Angeles | San Francisco

Lead Product UI/UX Designer | Consultant

- **Led end-to-end product design** from product definition and user research through UX strategy, interaction design, visual design, prototyping, accessibility, and delivery.
- Partnered with **product managers, engineers, and business stakeholders** to translate complex requirements into intuitive product experiences.
- Used **Figma, Figma Make, ChatGPT, and Claude** to accelerate ideation, research synthesis, prototyping, content exploration, and design iteration.
- Applied **accessibility principles and WCAG** considerations to user flows, interaction patterns, visual design, and product experiences.
- Created **wireframes and interactive prototypes** to align stakeholders, validate concepts, and support development handoff.
- Developed **reusable design patterns and systems** to improve consistency and streamline delivery.

Beachbody

Westlake Village, CA | 06/2019 - 03/2020

Senior Product Designer

- Designed across **mobile, web, tablet, and connected-TV** experiences for a health and fitness platform serving **more than 1 million users**.
- Collaborated with product and engineering teams to translate **user research** and business requirements into product experiences.
- Created **rapid prototypes**, supported design reviews and **usability testing**, and contributed to **design-system consistency** across platforms.
- Considered **accessibility and WCAG-aligned** interaction and visual patterns across multi-platform experiences.

iconmobile | Subsidiary of WPP

Santa Monica, CA

Senior UX Designer

- Designed **3D interfaces for General Motors** automotive products in a large agency environment.
- Translated technical requirements into **interaction models and visual experiences**; collaborated with client-facing and multidisciplinary teams.
- **Mentored junior designers** and supported design quality, consistency, and delivery.

Los Angeles, CA
lin.jinhua.lin@gmail.com
linkedin.com/in/jinhua-rosselot
JinhuaRosselot.com

Skills

Core Expertise: End-to-End Product Design, UX Strategy & Research, Interaction Design, User Flows, Prototyping, Design Systems, Stakeholder Presentations, Client Collaboration, Cross-Functional Leadership, Usability Testing, Accessibility, WCAG

AI: ChatGPT, Claude, Figma Make, Generative AI, AI-assisted research and ideation

Design: Figma, Sketch, Adobe Creative Suite, InVision

Collaboration: Jira, Confluence, Slack, Notion, Microsoft Teams

Coding: HTML, CSS, JavaScript

Languages: English, Chinese, Korean

Specialties: Enterprise UX, SaaS, Healthcare, Financial Services, Fitness, Automotive, Data Platforms

Education

Master's Degree in UI/UX Design, Game Development
Academy of Art University

Bachelor's Degree in 3D Animation, Graphic Design
California State University, Northridge

Professional Certificate in AI in Healthcare Specialization
Stanford University
Online

Certificate in Scrum Master
Scrum Alliance

Answer Financial | Allstate Insurance Subsidiary

Encino, CA | 08/2016 - 03/2018

Interaction Designer | Front-End Developer

- **Led product design and front-end development** for a B2B business-development portal.
- Conducted **user research and usability testing** to identify friction points and improve the experience.
- Designed **user flows, interaction patterns**, interfaces, and prototypes for complex business workflows.
- Applied **accessibility-aware** interaction and interface design while collaborating with stakeholders and developers.

POSHLY INC.

Remote | San Francisco, CA | 01/2015 - 08/2017

Lead UI/UX Designer

- **Led end-to-end product design** for a **SaaS data platform** from concept through **MVP launch**.
- Defined product flows, interaction patterns, visual design, and prototypes with engineering and marketing teams.
- Contributed to Poshly's recognition as one of Fast Company's **Top 10 Most Innovative Companies in Big Data** in 2015.

BECKON

San Francisco, CA | 09/2014 - 12/2015

Lead UI/UX Designer

- **Led UX/UI design** for a marketing **data analytics platform**, including gamification and multimedia experiences.
- Collaborated cross-functionally to **improve user engagement** while balancing business goals and delivery timelines.

Leadership Experience

Cosmotech Toastmasters

2026 - Present

Vice President of Public Relations

- **Lead public relations** and member-facing communications for a long-established Toastmasters club.
- Drive **website and social media** improvements to strengthen digital presence and member engagement.
- Collaborate with club leadership and volunteer members on messaging, events, and community communications.