Fei Xiao

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Fifteen years designing consumer products at scale. Three Top 50 iOS apps, one that hit #2 overall in its first month, most of them starting from a format or a behavior that did not exist yet. The last four years were spent on combining group chat and finance in one intuitive app which generated $39M in revenue. I prototype in code, and my last iOS app I designed and wrote myself with Claude Code.

EXPERIENCE

Towns Labs Jun 2022 – Jun 2026
Head of Product Design

- Owned the community chat and wallet experience end to end across **iOS, Android and web**, covering messaging, creation, discovery and transactions
- Defined the visual system for the UI (components, style guides, variables) and the brand (identity, logo and motion)
- **1.63M memberships**, **445k+ communities created**, WAU/MAU 70% at its peak.
- Set strategy and roadmap with PM, owned execution with engineering, and stayed the **principal designer** doing the day-to-day design. Managed a junior designer and design contractors.

Science Inc Sep 2019 – Jun 2022
Contract Product Designer

- Led 0→1 design for new apps and products launched and tested by a **$75M venture fund**.

Mammoth Media (Science Inc) Nov 2016 – Sep 2019
Designer → VP Product

- Designed **Yarn**, chat fiction told as text-message threads, and conceived its short-form video format: tap-to-advance clips, serialized episodes, a cliffhanger every few taps. **60M stories** and **8 billion messages read**.
- Led **Wishbone**'s growth to **30M US iOS monthly actives**, built on a single-tap create-and-vote loop teens repeated hundreds of times a day. Users cast **18 billion votes**, 352M a month. Three **Top 50 iOS apps** reaching **30%+ of US Gen Z**.
- Managed two product managers, a senior designer and design contractors, while remaining the **principal designer** on Yarn and Wishbone.

Houseparty (Life on Air) Oct 2015 – Sep 2016
Product Design & PM

- Second designer on a live group video product. Designed the first iteration, including the camera, the live room, sign-up and onboarding, and shaped the early brand, color and illustration.
- **#2 overall in the free App Store organically**, 1M downloads in first month. Later the #1 social app in 82 countries and sold to Epic Games.

ThirdLove Jan 2014 – Jun 2015
Product Designer

- Led design on the first iOS app, including proprietary sizing technology and the shopping experience, plus brand design for the launch.

TrueRSVP 2010 – 2012
Co-founder

- Co-founded a platform predicting event attendance from a "flake rating" scoring past RSVPs against real turnout. Won the **2011 DEMOgod Award**, named one of *Inc.*'s coolest college startups, funded by Tech Coast Angels.

BUILDING WITH AI

Auria (2026). An iOS personalization product that reads a photo and touch input to generate a result unique to each person, each day. Designed and written solo in Xcode with Claude Code; in App Store review. **Slashtalk** (2026). A macOS tool surfacing a team's work, which speaks MCP so coding agents share the same context. Design, PM and code.

SKILLS

End-to-end product design (iOS, Android, web) · Video, camera and creation experiences · Interaction and motion · Visual systems and design systems · Brand and identity · Functional prototyping in code (Claude Code, Swift/Xcode, HTML/CSS/JS) · AI workflows and agent tooling · A/B testing and product analytics · Mentoring designers · Figma

EDUCATION

University of Southern California. B.S. Business Administration, minor in Communication Design (Roski School of Art and Design), 2011