



Quinn Dai

Founder | Product Designer

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Skills

DESIGN

- Design strategy
- Wire-framing, Rapid prototyping
- Interaction design, Motion design
- Illustrating, Graphic design
- Modelling, Animation
- Pitch deck design
- Branding
- Design system, Atomic design
- Browser adaptation, Device adaptation, Responsiveness

RESEARCH

- Data analysis
- A/B testing
- Usability testing
- Survey development, User interview

ENGINEERING

- HTML, CSS, JavaScript
- Sass, jQuery, Tailwind
- Vue.js, React
- Flutter
- Python basic, Beautiful Soup, Selenium

TOOLS

- Figma, Sketch
- Spline, Cinema4D
- Cursor, WebStorm
- Git, CloudFlare
- LogRocket, Google Analytics, PostHog
- Linear, Notion

SOFT

- System thinker
- First-principle thinker
- Craftsmanship
- Self-starter
- Polymath

Experience

2022 - Now **Co-founder | AFAIK.io** [🔗](#) #AI #EdTech #B2C

As CEO, I led product strategy, UX design, front-end development and marketing for AFAIK.io, an AI-native learning platform built for polymaths. AFAIK maintains a resting weekly growth rate of 5.5% and achieves a 40% landing page conversion rate.

- Velocity Incubator [🔗](#)
- NEXT Canada [🔗](#)

2021 - 2022 **Co-founder | WarmMachine** [🔗](#) #AI #EdTech #B2C

I designed and built WarmMachine, an AI-powered tool that aggregated 10,000+ online courses, serving 20,000+ users worldwide and generating over 30,000 personalized curriculums. The platform reached #3 Product of the Day on Product Hunt.

- Product Hunt #3 Product of the Day [🔗](#)

2017 - 2018 **Founding designer | AssemblyAI** [🔗](#) #AI #STT #B2B SaaS

As the first hire, I shaped the brand and UX from scratch. I designed and developed the first website, developer documentation and customer-facing dashboard with 100% client onboarding success rate.

- YC S17 [🔗](#)

2016 - 2022 **Product designer | Bugsparkle Design**

Bugsparkle Design is my independent studio, where I collaborated with product teams to design high-conversion, high-retention digital products.

- **Proffilo:** Redesigned branding, onboarding, and LMS dashboard for a gamified learning platform helping ADHD children build focus. #game #LMS #B2B2C
- **GigSmart:** Designed mobile UX for a two-sided job-matching platform, supporting gig workers and employers. #HRTech #GigEconomy
- **Videri:** Designed a data dashboard for digital wall displays, surfacing real-time information through customizable, glanceable widgets. #IoT #DataViz #Telecom
- **IntelliBridge:** Created interactive dashboards and data visualization tools for a US defense intelligence platform. #DataViz #GovTech #NationalSecurity
- **Livestrong:** Redesigned the Livestrong website to align with their rebranding and content-first wellness strategy. #HealthTech #Wellness #Media
- **Swiftdine:** Designed a multi-interface reservation system (mobile + web) to streamline restaurant operations and speed up dining. #B2B2C #Hospitality

Research

2023 ACL2023 Findings
“Low-Resource” Text Classification: A Parameter-Free Classification Method with Compressors [🔗](#)

2022 NeurIPS2022 Spotlight
Few-Shot Non-Parametric Learning with Deep Latent Variable Model [🔗](#)

Education

2013 - 2015 Master of Science | Computer Arts New York
New York University

2008 - 2012 Bachelor of Arts | Digital Marketing Shanghai
Shanghai Normal University

Awards

2024 **NEXT AI 2024 cohort, Finalist**

2022 **Velocity 5k Competition, Winner**