

# Cassandra Lim

limcassj@gmail.com

(408) 605-9658

[cassandralim.me](http://cassandralim.me)

Product designer focused on human-AI interaction, leading generative video creation at TikTok. I design workflows that help advertisers create, iterate, and scale content with AI.

## EXPERIENCE

### TikTok

Senior Product Designer

2024 — Present

Lead designer for Symphony Creative Studio, TikTok's generative AI platform for video creation.

- Defined the design vision for a unified AI creation system, consolidating text-to-video, image-to-video, avatar, and emerging generation workflows into a cohesive experience
- Drove the transition from fragmented tools to a prompt-driven interaction model, redefining how users interact with generative AI systems
- Partnered with ML and product teams to translate model capabilities into scalable interaction patterns across prompting, iteration, and output control used by 10K+ WAU generating ~2M videos
- Co-defined product direction in ambiguous 0→1 spaces, shaping interaction models, feedback loops, and evaluation approaches alongside product and engineering

### Rippling

Senior Product Designer

2021 — 2023

Led 0→1 design for two new product lines generating \$15M+ ARR in year one

- Shipped Pulse (employee surveys) and Performance Management end-to-end — from problem framing through launch and iteration
- Partnered cross-functionally to align strategy, research, and engineering on product direction in ambiguous 0→1 space

### LeanTaaS

Product Designer

2019 — 2021

Redesigned infusion center scheduling for hospital networks — improved patient access by 20%, reduced wait times by 30%

## EDUCATION

### UC San Diego

B.S. Human-Computer Interaction

## RECOGNITION

iF Design Award Winner — TikTok Symphony Creative Studio, 2026

US Patent 12112345 — Rippling, 2023

## FOCUS

Human-AI interaction · Generative AI workflows · Prompt & output design · AI behavior design · 0→1 product

## TOOLS

Figma · Framer · Principle · HTML/CSS