XIAOFANG MEI

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EXPERIENCE

08/2016 Now

Pogo Rides | Seattle, WA
Lead User Experience Designer

Lead Designer responsible for eliminating friction from the user experience and how users interact with the mobile app. This requires collaboration and effective communication with product managers, software engineers, and marketing mangers on user-centered design from ideation to implementation. Responsibilities include: design deliverable project management using Agile, user research, user flow analysis, wireframes, prototyping and hi-fi mock-ups, marketing materials and websites.

Contribution

- Improved the experience of the app and simplified the user flow, which helps to hit 1200 weekly active users since launching from 0, 4500 installs in total
- The design of a new website and upgraded visual users' interactions resulted in a 2X increase in subscribers.

05/2015 08/2015

Google | Mountain View, CA
User Experience Design Intern

Designed notifications flow for new Google+ and collaborated with Project Managers, Engineers, and User Experience Team Members. Successfully launched a cross-platform solution for G+ notifications that integrated all Google product notifications. Received Peer Bonus from PM.

Contribution

- Interacted and communicated with two different user experience teams in a way that resolved conflicts quickly and effectively
- The user experience product I designed resulted in a 15% increase in notifications clicked

02/2012 01/2014

Baidu | Beijing, China
User Experience Design Co-op

Lead Designer on a 30-person team that designed integrated business products. Collaborated daily with Project Managers, Engineers and Editors. Interacted using Agile on multiple products. Receive an Excellence Award from COO.

Contribution

- Designed a mobile app that reduced the meeting room booking process from 10 minutes to 1 minute and increased the room utilization from 20% to 95%
- Designed an instant messaging app that is used by 30,000+ employees to communicate and collaborate
- Designed enterprise product suite: budget system, operations, approval app, mobile development platform

FREELANCE

05/2016 08/2016

Good Money | San Francisco, CA
User Experience Designer

Collaborated with a startup venture on a project to help users gain a better understanding of their finances. Responsible for designing user interfaces, prototypes, and motion graphics.

09/2015 03/2016

UCSF Benioff Children's Hospital | San Francisco, CA
UX Consultant

Consulted on a emergency department design thinking project that evaluated the treatment process from a patient experience perspective. Provided analysis, collaborated on the ideation phase, and designed prototypes for patient processes.

SKILLS

UX

Information architecture / User research / Wireframe / Prototyping /Storyboarding / Persona / Usability study / Interaction design / Visual design / Motion graphic

Softwares

Sketch
Adobe CC
Axure
After Effects
InVision
Pixate
Flinto
Wordpress
Framer

Languages

HTML+CSS
Processing
Arduino

More

Logical thinking / Inspiring / Empathetic / Critical thinker / Storytelling / Collaborating / Quick learner & maker / Problem-solving / Self-motivated

EDUCATION

California College of the Arts
San Francisco, CA
MFA, Design
2016

Beijing Jiaotong University
Beijing, China
MS, Software Engineering
2014
BS, Software Engineering
2012