

Xiaofang Mei

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A UX designer in Seattle, WA with 5+ years professional experience.

I believe that strong partnerships + customer obsession deliver the best experience.

experience

OfferUp UX Designer II 05/2018 – present

The #1 mobile marketplace in the US

Lead design end-to-end for two product lines (shipping & payments) that impact OfferUp engagement.

Launched Hold Offers from Seattle to nationwide. Designed features for shipping and reduced CX contact rate by 70%.

Work closely with PMs, UX researchers, content strategist, data analyst, and engineers to determine requirements, articulate user needs, and translate those needs into concepts and hi-fi prototypes.

Prioritize new features, lead design sprints, conduct usability studies, write design briefs and docs to align business goals with teams.

Collaborate with design team to create component library. Mentor UX design intern.

Pogo Rides Lead UX Designer, 08/2016 – 04/2018

An early-stage startup focusing on kids carpool.

Lead Designer responsible for end-to-end product design with Lean UX process, and shipped cross-platform app. Made impacts on early WAU, from 0 to 2000. Conducted usability studies, focus groups. Created personas to define customers. Built a marketing website using Wordpress from scratch. Designed marketing assets.

Google UX Design Intern, Summer 2015

Designed notifications flow for new Google+ that people can share interests with strangers all over the world. Increased engagement by 15%. Launched a cross-platform solution for G+ notifications that integrated all Google product notifications. Collaborated remotely with another team of designers.

Baidu UX Designer (co-op), 02/2012 – 01/2014

One of the largest Internet company in the world

Designed multiple internal tools, including iOS, Android, and Web, that help employees work happily and efficiently. Won the best product prize.

freelance

Good Money Product Designer, 05/2016 – 08/2016

Designed an iOS app to help people gain a better understanding of their finances.

UCSF Children's Hospital UX Consultant, 09/2015 – 03/2016

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

skills

Specialties

Sketch
InVision
Zeplin
UserTesting.com
A/B testing
Usability study
Design sprint
Competitor analysis
Data-driven design
HTML+CSS
Prototyping
After Effects
Illustrator
Photoshop
InDesign
Wordpress

Working knowledge

Leanplum
Looker

volunteer

Hexagon UX

UX Design Mentor
05/2019 – present
Mentor a junior designer and help her to grow.

education

MFA, Design

California College of the Arts 2014 – 2016
Thesis research focused on designing multiple ways of message delivering

MS, Software Engineering

Beijing Jiaotong University 2012 – 2014

BS, Software Engineering

Beijing Jiaotong University 2008 – 2012