K i k i   X i a

Product Designer | UX UI Designer
781-627-6508, Boston, MA • wenqixia99@gmail.com
https://www.linkedin.com/in/wenqixia • https://summerstudio18.github.io

E D U C A T I O N

- **Northeastern University**, Boston | 2019 - 2021
  Master of Informatics(HCI), GPA: 4.0

- **Harvard Extention School**, Boston | 2023 - 2024
  Graduate Certificate of Front-end Web Development

C E R T I F I C A T I O N S

- Google - UX Design
- Google - Project Management
- Quantum Metric - Continuous Product Design
- Affectiva - Web Development Mentor
- NY Institute of Photography - Professional Photographer

S K I L L S & T O O L S

User-Centered Design & Research

Information Architecture, Card Sorting/Tree Test, Service Blueprint, User Interview, Survey, Persona, User Story, Empathy Map, Affinity Map, User Flow, Journey Map, Wireframes, Prototyping, UI Design, Usability Testing, Design System

Front-end Web Development

HTML/CSS, Bootstrap, JavaScript/TypeScript, jQuery/AJAX, React/Angular

Design & Research Tools

Figma, Miro, Adobe Creative Suite, Adobe Analytics, Adobe AEM, UserZoom, Maze, SAP Signavio, Quantum Metric, VS Code, Github, WordPress, Framer, Wix, Slack, JIRA, Confluence

E X P E R I E N C E

Product Designer   06/2025-Present
Liberty Mutual | Global insurance leader protecting people with personalized, innovative coverage solutions

- Work in an agile environment with a dispersed team. Partner closely with content designers, product owners, and engineers, as well as business stakeholders, marketers, analysts, and researchers.
- Understand complex product requirements and interaction design problems to create experiences that innovate, solve user and business problems, and exceed user expectations.
- Identify user research needs and participate in immersive user research, concept testing, and usability testing to evaluate UX effectiveness and determine where and how to optimize the experience.
- Coordinate across multiple mobile app projects and work streams in a complex product ecosystem. Collaborate with other teams to ensure a seamless experience for the user.
- Synthesize information and feedback from multiple sources regularly and share with a range of stakeholders, from telematics to business SMEs and process owners.

UX Design Specialist   05/2021-06/2025
Digital Federal Credit Union | Leading credit union empowering members with innovative financial solutions

- **Digital Banking App – UX/UI Design & Workflow Optimization**
- Map end-to-end banking service journeys to enhance onboarding, loan applications, payments, and other financial services.
- Collaborate with PMs, POs, engineers, and marketers to launch campaigns and new features that support business success.
- Analyze behavioral and attitudinal data to inform UX artifacts such as personas, user stories, and journey maps.
- Conduct user research, synthesize insights, and translate findings into actionable design solutions.
- Facilitate workshops with stakeholders to understand business needs, present design concepts, and refine solutions.
- Test prototypes with real users to validate and iterate on the designs based on feedback before development.

EXPERIENCE

• Websites – UX/UI Design & Front-End Development
- Optimize user flows and design wireframes and prototypes, including layouts and UIs, across DCU's and partner websites.
- Collaborate with cross-functional teams to design user experiences that align with both user needs and business goals.
- Partner with development teams to author responsive web pages and ensure seamless implementation of designs.
- Conduct moderated and unmoderated usability testing to validate designs and ensure they effectively meet user needs.
- Apply WCAG 2.1 guidelines and SEO best practices to enhance page accessibility and discoverability.
- Monitor UX metrics, collect user feedback, and iteratively improve web products.
- Mentor junior designers, offering peer reviews and guidance on UX methodologies and best practices.

• Design System – Strategy & Implementation
- Lead the research, ideation, and development phase of DCU's design system.
- Apply UX strategy and execution of the atomic design framework with reusable UI components and guidelines across platforms.
- Partner with the brand and product teams to ensure brand alignment across digital experiences.
- Collaborate with engineers to establish naming conventions and create design tokens.
- Facilitate training sessions and documentation to drive adoption across teams.

Product Designer
06/2020-12/2020
Analytics Consult LLC | End-to-end analytics and strategic support for business
- Conducted user research through surveys, focus groups, and competitor analysis to identify trending features and common user needs, shaping the core functionalities of the new Uboostus app.
- Developed user personas and journey maps to gain insights into user behaviors, ensuring a user-centered design mindset.
- Translated research findings into intuitive design solutions by creating wireframes and interactive prototypes.
- Collaborated cross-functionally in an agile environment with designers, marketers, developers, and project managers to drive product vision and execution.
- Led end-to-end design and development of the MyVrends native mobile app, working as a full-stack developer to design, build, test, and deploy the product.

UX Designer
11/2015-12/2017
Bottega Veneta | Global luxury brand redefining fashion with timeless craftsmanship
- Conducted user research to gain insights for upgrading the Intranet with more staff engagement content.
- Designed and edited Bottega Veneta printings, newsletters, and event communication tool kits.
- Coordinated a satisfaction survey among 500+ employees and recommended action plans based on the results.

UX UI Designer
04/2013-11/2015
Danone | World leader in health-focused food and beverage innovations
- Edited, designed, and managed content for Danone's Intranet, newsletters, and email templates.
- Translated customer pain points into design solutions for the Mom Caring web app.
- Facilitated surveys across more than 20 branches nationwide, including designing questionnaires and guidelines.

UX UI Designer
07/2011-04/2013
Roche Pharmaceuticals | Global pioneer in transformative medicines and diagnostics
- Designed and edited newsletters and brochures. Produced digital assets for internal communication channels.
- Conducted user interviews with physicians and patients to empathize and gain insights for oncology projects.
- Designed UI kits for campaigns and cross-functional work for the development of a new blog app and website.