



# Grace Xiong

UX/UI DESIGNER

## CONTACT

📞 650-762-6230

✉️ gracyxiong@gmail.com

🌐 www.gracexiong.com

## SKILLS

Figma, Adobe Creative Suite, Stable Diffusion, Google Material Design, wire-framing, prototyping, 3D modeling, Mid-journey, animation, videography, graphic design, user interview, communication, empathic modeling, persona, marketing

## AWARDS

- 🏆 Design award: Product Hunt Top 1 2016
- 🏆 Design award: National Advertising competition Top 3. 2016
- 🏆 Google Marketing Challenge Top 3% Dean's list

## CERTIFICATION

Google UX Design Certification  
Permanent resident of U.S.A.

## EDUCATION

### Massachusetts Institute of Technology

Human computer Interaction for UX Design 2018 Jan- June

### University of Illinois at Urbana-Champaign

Bachelor of Science in Advertising and Media Tech  
Aug 2012 - Aug 2016

## WORK EXPERIENCE

### Stealth Startup | Founder Feb. 2023- Present

- Design for agencies and creators with GenAI

### Google Cloud Marketplace | UX Designer Oct. 22- Feb. 23

- Redesigned buyers platforms and pricing models for software procurement and contract renewal

### Google Ads | UX Designer Oct. 2021- June. 2022

- Launched Ads recommendation and optimization score design to Google Marketing live conference Keynote with 9.6M views on Youtube!
- Visualized and animated data for Google Ads Performance Max and one-click experiment for campaign automation
- Produced pixel-perfect design with transformation of adapting to a new Google material design system

### Google for Game | Visual Designer Jan. 2020- Mar. 2020

- Designed visuals, interactive website and branding materials to present Google at Global Game development conference
- Check my work: <https://games.withgoogle.com/>

### Google Workspace | Visual UI Designer Sep. 2019- Jan. 2020

- Designed for Gmail and Global UX conference materials, Data visualization, layouts, visual communications, and internal products for VP of Cloud and a team of executives
- Built a new design system and a Figma component library

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### Amazon & Ring | Sr. Visual Designer 2019 Jan-Oct

- Launched Key by Amazon mobile App with Ring security doorbell. This had potentially saved businesses \$1.8 million per day in the U.S. market worked between Amazon Lab126, and Santa Monica Ring HQ
- Created campaigns, ads and strategies for all channels of marketing including Prime day on Amazon.com and on Major press release including Good Morning America, Hollywood shows, and on TV plus Youtube

### Gap Inc. | Web Designer Aug. 2017 - Mar. 2018

- Designed and managed seasonal promos for Gap.com and Gap Kids holiday plus back to school projects
- Seamlessly collaborated with creatives, product designers, engineers, and producers to serve global audiences across 3 international markets' business requirements

### GX Design | Owner and Instructor 2012 - Present

- Ho-cost workshops with designers from Harvard Graduate School of design
- Teach 1:1 college-level students on HCI prepare them for graduate level studies
- Lead and mentor 5-20 Bootcamp-students on UX design, whiteboard challenge, and App critique sessions, hackathons, and competitions. Meet: 3101 Park Blvd, Palo Alto, CA 94306
- Design end-to-end flows and mockups that are simple and elegant to use
- Oversee the user experience of a product from conception to launch in partnership with product managers, engineers, data scientists, researchers, strategists, and content creators in a fast-past environment

### CakeResume | UX/UI Design and Marketing Sep. 2016 - Aug. 2017

- Made CakeResume Top.1 resume editing tool on Product Hunt
- Demoed and pitched our ideas to potential investors and partners and conducted user research and A/B testing at TechCrunch, Google Startup Launchpad(SF), Stanford university, and other Silicon Valley Startup Stadiums

### University Research Park Startup incubator | Designer and Brand Director May 2015 - July 2016

- Consulted varies startups on web development, user research and product design