



Grace Xiong

UX VISUAL DESIGNER

CONTACT

☎ 650-762-6230

✉ gracyxiong@gmail.com

🌐 www.gracexiong.com

PROFILE

Innovative, creative and professional. Specialized in user experience design and visual interactions. I am a cheerful, ambitious and resilient person. I love my job and achieving milestones working with a team.

AWARDS

Product hunt Top1 application
National Advertising competition
Scholarship (Korea University)
Top 3% Dean's list

CERTIFICATION

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

EDUCATION

Massachusetts Institute of Technology

Human computer Interaction for UX Design 2018

University of Illinois at Urbana-Champaign

Bachelor of Science in advertising and media tech 2012-2016

WORK EXPERIENCE

Google Cloud Marketplace | Oct. 2022- Feb. 2023

- Redesigned buyers platforms and pricing models for software procurement and contract renewal
- Gauged the usability of new and existing products, and make constructive suggestions for change

Google Ads | Oct. 2021- June. 2022

- Launched Ads recommendation and optimization score design to Google Marketing live conference Keynote with 9.6M views on Youtube!
- Made visuals and animated marketing materials for for Ads experiment and Ads Performance Max
- Produced pixel-perfect design with transformation of adapting to a new Google material design system

Google for Game | 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 | Sep. 2019- Jan. 2020

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

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Amazon & Ring | 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. | Aug. 2017 - Mar. 2018

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

GX Design | 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 experiences 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 | Sep. 2016 - Aug. 2017

- We were proud to make CakeResume Top1 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 | May 2015 - July 2016

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