




GRACE C. XIONG

PRODUCT DESIGNER


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SKILLS SUMMARY

●●●● Visual Design (Adobe C. Suite)

●●●● User Experience Design

●●●● UI Design (Figma & Sketch)


●●●● Team Communication


●●●● Art and Creative Direction

●●●● Storytelling

●●●● Front-end development

AWARDS RECEIVED

 Design Award. Product Hunt:
CakeResume. Top.1 (2016)

 Design Award. National
Student Advertising
Competition. Top 3% (2016)

 College of Media Dean's list
Google Marketing Challenge,
Study Abroad Scholarship
(2012-2016)

CERTIFICATION

Google UX Design Certificate

ABOUT

I truly believe that good design has the positive power to improve people's lives while making significant improvements to the performance of your company. I have dedicated more than a decade to design products (Visuals, Apps, and services) that make people happy and more productive in real-life scenarios.

WORK EXPERIENCE

Grace Xiong Design - Senior Designer, Instructor

Palo Alto, CA | Aug. 2012 - present

- Teach and mentor 10-20+ students twice a week at DevX School
- Lead UX design thinking, Visual Design, App critiques, and whiteboard challenge workshops
- 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. Key Clients: eBay, Alibaba, Stanford Digital Shapers, and etc

Google - Interaction Designer

San Francisco & Sunnyvale (Via Synergis) | Sep -Dec 2019; Nov. 2021- Present 2022

- Created visuals, interactive design, and internal products for the VP of Google Cloud and a team of 10+ executives at Google Workplace. (G-Suite, Gmail)
- Built a Design System and a Figma component library for Gmail (Gsuit) and Google for Game (Game Development Conferences)

Amazon - Senior Visual and Interaction Designer

Palo Alto, Sunnyvale & Santa Monica, CA | Jan. - Sep. 2019

- Ideating on new creative concepts and themes and refining design work based on creative direction
- Clearly articulating design decisions and integrated design with IoT, Artificial Intelligence and computer visions: e.g. Mobile applications, and home security systems (Cloud camera, Ring video doorbells, Echo-Alexa, and other innovations)
- Create campaigns and commercials (Launched on Amazon.com and in-store at whole-foods) with performance and data-driven insights to cross-functional partners & stakeholders
- Launched Key by Amazon mobile App. This had potentially saved customers and businesses \$1.8 million per day in the U.S.
- Successfully boost our App rating from 2.3 to 4.9

MORE WORK EXPERIENCE

CakeResume - User Experience Designer

Palo Alto, CA | Sep. 2016 - Jan. 2019

- Exploring new and innovative ways of visual storytelling and compelling ideas
- Managing the development of executions that strongly resonate with a range of global audiences while maintaining consistency in brand identity
- Created a resume editing tool as the early stage founding team. We were proud to make CakeResume the No.1 on the Product hunt within a year.
- Boosted user engagement and sign up by 33% by strategically planning the product development and growing our users/audiences
- Demoted and pitched our ideas to potential investors and partners and conducted user research and A/B testing at TechCrunch, Google Startup Launchpad(SF), and other Silicon Valley Startup Stadiums.

Gap Inc. - Digital Production Designer

San Francisco, CA | Aug. 2017 - Mar. 2018

- Seamlessly collaborating with creatives, product designers, engineers, researchers, and product marketing managers to serve a global audience managed and Ensured creative marketing assets are prepared, optimized, sliced, and delivered on time
- Managing the development of executions that strongly resonate with a range of global audiences while maintaining consistency in brand identity
- Designed the production of seasonal promos with an established look and feel
- Act as a technical liaison between 30+ people across design, production, and web development teams
- Assisted user experience project on the side
- Updated functional/transactional site and email creative assets on a seasonal basis across 3 markets

Stanford Digital Shaper. - Independent Researcher, Designer

San Francisco, CA | Aug. 2016 - July. 2017

- Organized weekly meet-ups and design visuals marketing materials for Stanford digital shapers: A graduate Tech club, and hosted a diverse group of engineering workshops about design
- Assisted user research, design thinking, and usability testing, and product design sessions
- Learned and implemented human behavior studies and user interface design at Stanford d school. Discussed the future of design, human-computer interactions, privacy, human behaviors, and etc.

UIUC Research Park Incubator. - Brand Director and Designer

Champaign, IL | May. 2015 - Oct. 2016

- Designed responsive phone-first websites and online advertisements for tech startups
- Guide multiple startups and companies on design and marketing strategies assisted user research, design thinking, and usability testing, and product design sessions. Served 5-30 business leaders and customers in person every day

EDUCATIONAL HISTORY

Massachusetts Institute of Technology

Human Computer Interaction Certificate | Jan 2018 - Dec 2018

Studied beyond the interface of human and computer interaction (HCI) with cutting-edge research that will shape the future of user experience design at MIT Computer Science and Artificial Intelligence Laboratory.

University of Illinois at Urbana-Champaign

Bachelor of Science in Advertising | Aug. 2012 - Aug. 2016

- College of Media & Design Dean's list. Top 3% , GPA: 3.86
- Studied design, front-end development, and how to change people's minds and behavior
- Studied Abroad and worked with Samsung electronics