

XIAOYU WANG

PRODUCT DESIGNER

😊 xiaoyuwang.me
✉ xiaoyuwa05@gmail.com
💬 +1(407)-680-4136

TOOLKIT

Figma Webflow
Sketch G Analytics
InVision Adobe AE
Principle Final cut pro
Axure Blender

SKILLS

Product strategy
Service Design
Journey Mapping
Storyboarding
Roadmap planning
Cross-functional workshop

UX/UI design
Information Architecture
Wireframing
Prototyping
Design Systems

User Research
Usability Test
Interview & Survey
Heuristic Analysis
Contextual Inquiry
Participatory Design

LANGUAGES

Mandarin (Native)
English (Fluent)
Japanese (N2)

EXPERIENCE

Senior Product Designer, Woven by Toyota, Arene UX team

NOV 2021 – SEP 2024 | TOKYO, JAPAN

- Defined product direction and established the UX foundation for an automotive engineering platform at the POC stage.
- Led product design for a new automotive testing software from POC to initial launch.
- Conducted research and user interviews with Toyota engineers to gather insights.

Product Design Lead, Joy-With-Paws Inc.

JAN 2024 – PRESENT | TOKYO, JAPAN (Remote)

Designing digital products to enhance the experience for pet owners and veterinarians in a small startup team.

Senior Product Designer, DJI Japan - Enterprise drone platform

JAN 2021 – NOV 2021 | TOKYO, JAPAN

Led feature design for the enterprise drone control app (GSP) and built its design system.

Product Designer, Walmart E-commerce - Online Grocery

SEP 2018 – DEC 2020 | CA, USA

- Led the design and research for the online grocery pickup experience.
- Created design solutions to optimize the post-transaction omnichannel experience.

UX Designer, Microsoft Cloud Design Studio

MAR 2018 – SEP 2018 | WA, USA

- Designed the Microsoft Azure product purchase experience.
- Created the POC version of Azure internal customer portal sites.

PROJECTS

Product Design Lead, GolfVision App.

JUN 2024 – NOV 2021 | TOKYO, JAPAN (Remote)

Designed a mobile app for golf practice, incorporating AI and motion capture features.

Full-stack Web Designer, Rokid Inc.

NOV 2017 – FEB 2018 | CA, USA

Led the design and implementation of Rokid Glass official website from concept to final launch.

EDUCATION

University of Washington, M.S. in Human Computer Interaction + Design

2016-2017 | SEATTLE, WA

University of Wisconsin – Madison, B.S. in Computer Science | Fine Arts Minor

2012-2016 | MADISON, WI