XIAOYU WANG
PRODUCT DESIGNER

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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

Product Design Lead (Contract), Joy-With-Paws Inc.
FEB 2024 — PRESENT | TOKYO , JAPAN (Remote)

Started as a part-time project and evolved into a one-year full-time engagement, leading the design and launch of a AI assistant product to help veterinarians.

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 front-end tool at POC stage.
- Conducted research and user interviews with Toyota engineers to gather insights.

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