

QIXIN DING

UX / UI / PRODUCT DESIGNER looking for **INTERNSHIP** opportunities.

Portfolio | dingqixin.com
Email | dingqixin1130@gmail.com
Phone | +1 (858) 766-1463
LinkedIn | [linkedin.com/in/dingqixin](https://www.linkedin.com/in/dingqixin)

EDUCATION.

SEP 2020 - JUN 2022
Seattle, WA, U.S.

UNIVERSITY OF WASHINGTON, SEATTLE
M.S. in Human Centered Design & Engineering

AUG 2014 - DEC 2018
San Diego, CA, U.S.

UNIVERSITY OF CALIFORNIA, SAN DIEGO
B.S. in Cognitive Science, Human Computer Interaction
B.A. in Interdisciplinary Computing and the Arts, Visual Arts
Overall GPA: 3.7/4.0, Major GPAs: 3.9/4.0, Phi Beta Kappa

WORK EXPERIENCES.

APR - SEP 2020
Canton, China

PRODUCT DESIGN INTERN
WECHAT DESIGN GROUP @ TENCENT

- Created an omnichannel solution to different devices for WeChat, a social app with 1.2 billion monthly active users
- Conducted research to reposition WeChat for Smart Watch, improved WeChat for Kids to adapt the impact of COVID-19, completed call function and messaging function on WeChat for Car, designed a smart home portal for mobile WeChat, redesigned Subscription reader on desktop WeChat, defined the WeChat Mini Program Design Framework
- Led the design of Contacts Manager on Mac & Win and implemented it in cooperation with product managers and engineers to relieve users' social pressure resulting from growing friends and contacts and boost users' social interactions in the WeChat community, which has been in beta testing and is ready for launch at the end of Sep 2020

MAY - AUG 2019
Shenzhen, China

INTERACTION DESIGN INTERN
INTERNET SOCIAL USER EXPERIENCE GROUP @ TENCENT

- Improved the user experience of VIP services for Tencent QQ, a social app with 700 million monthly active users
- Redesigned the virtual dressing store on Mobile QQ and assisted users in better purchasing equipment to customize their virtual images, express their individualities, and increase the diversity of interactions within the community
- Communicated closely with product managers to define problems behind existing experiences, led the info architecture design and interaction design, and supported UI designers and engineers on 6 features of the store including theme shopping sites, the beginner's guide, search, share, detail page, and user profile
- Increased the VIP enrollment rate by 42%, theme shopping sites entry rate by 37%, banner click-through rate by 59%, and VIP item conversion rate by 174% based on the data in a week after the 1st revised version had been published

JUN - SEP 2018
San Diego, CA, U.S.

EXPERIENCE DESIGN INTERN
HP INC.

- Evolved the control panel user interface for HP printers used at home or small business to deal with various emerging printing demands and increasing supporting techniques and improved the outdated interactions and designs
- Conducted research to learn target users' intentions and behaviors and performed competitive analysis and usability evaluation on existing printers of HP and competitors to identify problems and discern future printing experiences
- Applied concepts of "Multitasking", "Customization", "Personalization", and "Dynamic Preview" in the new design solution to address efficiency and intelligence, which were top concerns from target users
- Remodeled the info architecture and created two different design prototypes for online usability testing through usertesting.com with 100 participants from 6 countries, which achieved 92% overall satisfaction rate

APR 2017 - MAR 2018
San Diego, CA, U.S.

USER EXPERIENCE DESIGNER
ALTUM INC.

- Developed a mobile dating app from scratch to help college students find long-term relationships by using artificial intelligence techniques to offer users individualized dating services
- Directed the market research on existing dating apps and the user research to learn more about online dating
- Devised product blueprint and features to align with business goal using value proposition design strategy
- Led four iterations of UX & UI design, assisted in front-end development, recruited users and organized Alpha and Beta tests, and monitored and analyzed the performance after publishing
- Increased the matching satisfaction rate by 289% and first-time dating app user rate by 32% from 1st version to 3rd version and helped the company win pre-seed funding with a valuation of \$2.5M at the end of 2017

FREELANCE PROJECT.

MAY - PRESENT
Canton, China

IP PAGING & INTERCOM SYSTEM
SINREY

Designed the solutions for users to control and manage the SINREY's paging and intercom devices

SKILLS & INTERESTS.

Tools
Development
Hobbies

Sketch, Figma, InVision, Principle, Framer, Axure, Adobe Ps / Ai / Pr / Ae / Xd / Id / Lr, Processing, Arduino, Logic Pro X
HTML, CSS, JavaScript, Python, Java
Music Composition & Performance, Film Production, Photography, Diving, Hurdling, Volleyball, Cooking