# Xianxian Cheng

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## EXPERIENCE

### Product Designer, Enterprise Healthcare Platforms│ On Beat Digital

September 2024 – Present | Timnath, CO (Remote) | Agency Partner to Thermo Fisher Scientific & Sub-brands

Lead UX across regulated healthcare sub-brands within Thermo Fisher Scientific—a global life sciences and diagnostics leader—supporting 350K+ B2B professional users across compliance-driven enterprise platforms.

Restructured dense portal entry architecture and high-frequency workflow paths—search systems, catalog tools, and conversion flows—reducing navigation friction and improving task clarity across multi-step user journeys.

Drive hypothesis-led optimization across complex digital journeys, using engagement analytics to inform iterative design improvements aligned with enterprise roadmap cycles.

Partner with engineering, marketing, and compliance to implement scalable, accessible UI components within AEM-managed platforms.

### User Experience Designer Intern, Cybersecurity Internal Tool │ Commvault

May, 2023 - December, 2023  │ Tinton Falls, New Jersey (Remote)

Redesigned the internal design system site with brand-aligned visuals, improved IA, and enhanced search—reducing lookup time by 40% and strengthening cross-functional collaboration across design, product, and engineering teams.

Worked in an Agile environment to redefine core internal efficiency features during the Angular-to-React migration, validating components in Storybook and ensuring UI consistency through sprint reviews and GitHub workflows.

### Product Designer, Mobile Mapping │ Taskar Center for Accessible Technology

Mar, 2021 - Mar, 2022 | Seattle, Washington

Designed and launched the first version of an accessibility-focused pedestrian navigation app, defining core UX flows for route discovery and mobility personalization from 0→1.

Built a WCAG compliant and ADA-compliant mobile design system based Material UI, incorporating platform-specific components to enhance Talkback and VoiceOver screen reader navigation across Android and iOS.

### User Experience Designer Intern, SaaS Enterprise Admin Dashboard │ Smartsheet

Oct, 2020 - May, 2021 | Bellevue, Washington

Designed and prototyped an enterprise B2B reporting dashboard, restructuring post-submission tracking workflows under API constraints that limited progress visibility and report versioning.

Simplified status models and removed unsupported version comparison features to align user expectations with backend system limitations, delivering a technically feasible and scalable solution.

## SKILLS

| Product Design | Technical Tools | Research |
|---|---|---|
| Wireframing \| Prototyping<br>Information Architecture<br>Design Systems \| Accessibility<br>Sketching \| Storyboarding<br>Journey Mapping | Figma \| Adobe AEM<br>HubSpot \| Git \| Storybook<br>HTML \| CSS \| JavaScript<br>ClickUp (Agile tracking) | User Interviews<br>Contextual Inquiry<br>Journey Mapping<br>Content Taxonomy<br>Usability A/B Testing |

## EDUCATION

**University of Michigan, Ann Arbor (Master's)**
Information - UX Research & Design
Aug, 2022 - May, 2024

**University of Washington, Seattle (Bachelor's)**
Informatics - Human Computer Interaction
Aug, 2017 - Mar, 2022