

XIRAN YANG

Product Designer

xirandesign.com

xirandesign.studio@gmail.com

+1(917)640-9802

WORK EXPERIENCE

Here / Product Designer

FinTech B2B SaaS | 12/2021 - Present, New York NY

- Led the **0-1** design of an internal admin platform for the company's Enterprise Browser, securing major client contract renewals and deploying to **2,200+ desktops** with scalability for **20k-25k users**
- Redesigned a multi-tenant notification center with reminders, categorization, and advanced filtering, increasing task completion by **20%** and helping retain **3 key clients**
- Rebuilt the design system with **40+ components** and wrote documentation and specs to accelerate UI development, improving design-to-dev handoff speed by **30%**
- Partnered with PMs and engineers to shape feature strategy and execution; led design workshops and critiques to improve alignment and reduce iteration time by **40%**

Purefy / UX Designer

FinTech | 01/2020 - 12/2021, Washington DC

- Redesigned the student loan refinancing rate comparison tool by conducting **25 user interviews** and quantitative analysis; increasing form submissions by **75%** and result selection conversion rates by **300%**; The design was recognized as a '**Top 10 Best Financial Website Design of 2021**' by Lounge Lizard
- Led the end-to-end design of the company's white-label website for lenders and established the company's **first design guideline**

Ealai / UX/UI Designer

EdTech Startup | 09/2019 - 01/2020, McLean VA

- Designed personas, user flows, wireframes for the company's MVP app and prototypes for usability testing
- Collaborated closely with other UX designers, marketing and engineering teams to align design strategy with overall business goals

EDUCATION

New York University

2017 - 2019, New York NY

MPS in Interactive

Telecommunications Program (HCI)

New York University Shanghai

2013 - 2017, Shanghai CN

BA in Interactive Media Arts and Humanities

SKILLS

Methods

User Research

Competitive Analysis

User Flow

Wireframing

Fast Prototyping

Visual Design

Usability Testing

Design Workshops

Design Systems

Tools

Figma

Sketch

Webflow/Framer

Jira

InVision/Principle

Adobe Creative Suite

Abstract/Zeplin

Programming

JavaScript/HTML/CSS

Arduino

Processing

Unreal Engine