XIRAN YANG
Product Designer

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WORK EXPERIENCE

Product Designer | HERE
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%**
- Collaborate cross-functionally with PMs and engineers to define product strategy and execute features in an agile environment; lead design workshops and critiques to improve alignment and reduce iteration time by **40%**

UX Designer | Purefy
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 multi-platform white-label website (desktop and mobile) for lenders and established the company's first **design guidelines**

UX/UI Designer | Ealai
EdTech Startup | 09/2019 - 01/2020, McLean VA

- Led end-to-end design for a **mobile MVP** that connected recent graduates with local mentors by conducting **10+ user interviews** with early-career professionals and mentors, defining personas, mapping 3 core user flows, and creating high-fidelity prototypes

EDUCATION

New York University
2017 - 2019, New York NY

MPS, Interactive Telecommunications Program (HCI)

New York University Shanghai
2013 - 2017, Shanghai CN

BA, Interactive Media Arts and Humanities

SKILLS

Methods
User Research
Competitive Analysis
User Flow
Wireframing
Rapid 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
Unity/Unreal Engine