

Cecilia Xie

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Senior Product Designer with 7+ years of both enterprise and high-growth startup experience shaping design culture and product roadmaps for global brands. A natural facilitator and cross functional leader, skilled at transforming strategic product ideation, data science integration, development, and design processes to activate audiences and scale revenue.

EXPERIENCE

Inspire 11 (An Insight Company) - Chicago, IL

01/2024 - Present

Product Design Consultant

- Recruited to lead UX / UI, Research, and Product Design across full stack product, platform, and mobile application roadmaps with Product Development and Technology teams; delivers enterprise user flows, wireframes, and prototypes.
- Builds scalable design systems from the ground up, establishing reusable components and interaction patterns used across each brand's complete product portfolio for organizations like Carvana, Medline, LeJeune, US Foods, and more.
- Manages strategy and builds recommendations, aligning buy-in from VP of Ecommerce at Medline to integrate clunky insurance platform into global site platform to expand B2C experience and revenue opportunity.
- Conducts discovery and usability testing for platform integration using Marvin AI research tools, synthesizing qualitative interviews to refine information architecture and workflow design; leads execution roadmap handoffs to Development; facilitates +28-person cross functional stakeholder meetings with internal Product Managers and Medline Product Owners.
- Leads internal product and UX roadmap for proprietary TurboAQ AI platform, ensuring timeline for pitch to Open AI and Microsoft stakeholders, including Sam Altman.
- Delivers operational system and 3D model to add new \$3M annual revenue stream for LeJeune with end-to-end product for responsive tracking and logistics on web and mobile platforms; enables users to manage scheduling, delivery status, and site coordination.
- Works alongside LeJeune's Data Science team and the CEO; manages internal design engineering plans to translate intricate logistics and sequencing data into platform strategies that ensure intuitive interfaces.

ReviewTrackers - Chicago, IL

07/2021 - 01/2024

Product Designer • 10/2023 - 01/2024

Associate Product Designer • 07/2021 - 10/2023

- Hired by CEO to expand product functionality for the high-growth startup, building for acquisition by InMoment which led to successful exit; reported to Product Design Director with dotted line to VP of Product.
- Partnered with Product Management and Engineering, serving as Design Lead on the team that shaped the client-facing product for enterprise brands including Carvana, Jeni's Ice Creams, American Family, Ashley, and more.
- Led design system strategy, building research and data decision-making infrastructure on design patterns, new features, and critical user components, ensuring cohesive and consistent visual user experience across the platform.
- Managed greenfield "Photos" feature that synthesized review photos from multiple platforms like Google and Yelp, enabling users to efficiently view and filter photos, review ratings, and more.
- Pioneered transformation of "Local Search Rank" feature, introducing data dashboard with easy to digest visualizations; overhauled legacy "Local Listings" feature, enhancing backend update navigation, health metrics, and clear CTAs.

Allstate - Chicago, IL | Charlotte, NC

07/2018 - 07/2021

User Experience Architect | Project Manager • 07/2020 - 07/2021

Sales Research Analyst • 07/2019 - 07/2020

Digital Associate | Social Channels • 07/2018 - 07/2019

- Awarded position in Allstate's Leadership Development Program to work across 3 specialized business units, beginning in digital technology and channel strategies, then elevated to Research and PMO segments.
- Partnered with Web, Design, Product, UX/UI, Data Analytics, Sales Center, and Customer Service teams.
- Created intuitive architecture for Allstate's Roadside app with work gaining visibility to Director of UX Design; collaborated with Content and Visual Design to establish research, structure roadmaps, and align customer information.

Early Career Experience: Blue Cross NC - Business Intern | Sarah P. Duke Gardens - Digital Marketing Assistant

EDUCATION

Duke University • Durham, NC

08/2014 - 05/2018

Bachelor of Science in Behavioral Economics

Tech Stack: Jira, Figma, SharePoint, GitHub, Claude AI, Slack, Google Workspace, MS 365, Apple | PC, various proprietary platforms