Siming Qiao

UI / UX designer

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Experience

UI/UX Designer
5/2024 - 08/2025

Next Play Games Inc. | Michigan, US

Led the end-to-end design of a rugby card game website and mobile app from scratch, attracting 1K+ active users. Collaborated cross-functionally on UX research, prototyping, and branding—covering animations, posters, and packaging—to deliver a seamless user experience and cohesive brand identity.

Visual Designer
10/2021 - 07/2022

GuanZhuang Network Technology. | Hangzhou, China

Redesigned user flows and UI for an enterprise B2B analytics platform, driving a 20% increase in adoption. Collaborated closely with engineering to refine mission-critical features and establish best practices, streamlined workflows.

UI/UX Design Intern
7/2021 - 8/2021

ByteDance Ltd. | Beijing, China

Conducted in-depth user research on postpartum women, translating insights into user personas. Designed and tested UX flows with interactive prototypes, leveraging usability studies to refine interactions and improve comprehension. The final launch attracted 3K new users in the first month.

Product Designer
5/2020 - 8/2020

Malu Design Studio. | Hangzhou, China

Collaborated with cross-functional teams to deliver scalable solutions, including packaging and peripheral design. Conducted research, ensured alignment & refined outcomes.

Education

Master of Fine Art (IxD)
California College of the Arts
9/2022 - 5/2025

Bachelor of Fine Art (GD)
Maryland Institute College of Art
9/2017 - 5/2021
Creative Vision Award - $38,000
Competitive Scholarships - $7,000

President of CSSA
Organized Exhibitions on and off campus
Organized summer meetups for freshmen
Organized festival events w/ other schools

Tools & Skills

Figma	Interaction Design
Adobe Suite	Experience design
Github	Graphic Design
Mural	Digital media design
Unity	Packaging Design
Invision	HTML / CSS
Miro	Javascript