April Xu

24 y/o, Product designer

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> With gaming, snoozing, and conversations with diverse minds, I explore the uncharted realms.

Work Experience

PingCap   Senior Product Designer · July 2023 - Present

- Establish a design evaluation framework and decompose user experience metrics by combining quantitative and qualitative evidence. Through collaboration with the Growth and Product teams, propose design optimization strategies for Product-Led Growth.
- Differentiate design tasks to optimize design workflow of a DBaaS Serverless platform (TiDB Cloud). Refactor design system systematically to ensure consistency across the web console.

SenseTime Technology   Lead Designer · March 2021 - July 2023

- Spearheaded the design of multiple large-scale B2B systems in the artificial intelligence industry, ensuring high quality and timely delivery and received **18 patents**.
- Conducted extensive **user research**, gain deep insights into user needs and preferences, and translated them into compelling, intuitive, visually appealing, and user-friendly interfaces.
- Developed and maintained comprehensive **design systems** and style guides, streamlining the design process and ensuring design consistency across different products, successfully **increased the delivery efficiency** of our design team **by 40%**.
- Acted as a bridge between business and development teams, effectively communicating design requirements and advocating for user-centered design principles.
- Got promoted once a year from junior product designer to design lead. Implemented efficient design management practices, including defining project scopes, setting milestones, and coordinating resources. Leveraged HCI expertise to provide constructive feedback and guidance to team members, fostering a collaborative and innovative design culture.

Education

Carnegie Mellon University
Master of Science · HCI · 2020
GPA: 3.98/4.0
Honors Scholarship · 2019

Chinese University of Hong Kong, Shenzhen
Bachelor of Computer Science · 2019
National Scholarship · 2016, 2017
Undergraduate Research Award · 2016, 2017

Skills

Design - Figma, Sketch, Plasmic, Axure, etc.
Research - Contextual Inquiries, Focus Group, Affinity Mapping, User Journey Mapping, etc.
Programming - HTML/CSS/JavaScript, Python, etc.

Honors

2022 Innovative Design Award (Top 1%), Sensetime UED
1st place, Tencent Game Design Competition
2nd place, Tencent MOBA Game Design Competition
Design Honors (Top 3%), UC Berkeley