



# PING SONG

 UX Designer II at Microsoft  
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## EXPERTISE

User Experience Design, User-centered Design, Branding Identify, Out-of-box Thinking, Information Architecture, Web/PC/Mobile Product Design, Modern Design, Interaction Design, Graphic Design, Color Palette, Typography, Html/CSS, Storyboarding, Wireframes, Agile Usability Testing,

## PATENTS

331251.01  
Graphical programming object population user interface auto-generation

334448.01  
Graphic flow having unlimited number of connections between shapes

## EDUCATION

 2005/9-2008/4  
Master of Art Design

 2001/9-2005/7  
Bachelor of Industry Design

## SUMMARY

Lead UX designer in Microsoft, 7 years hands-on experienced in cloud service, commerce platform, universal store, applications of mobile device, computer software, internet products, Casino gaming software.

Well-experienced for user centered design methodologies and working on desktop software, cloud service websites, tools and windows 8 apps by delivering compelling and delightful UX design.

Excellent skillsets in interaction design ( scenario definition, storyboard, information architecture, wireframe click-through ) and visual design (grid system, color palette, typography and redlines ); skilled on html/CSS for website UI prototype

Passion on design and innovation; eager to learn new technology and fresh design trends; with strong motivation to drive results for delivering desired and innovative user experience.

Confident and efficient communication skills both in verbal and written; outstanding leadership as the lead designer to collaborate with both local and headquarters teams for shipping global products.

## EXPERIENCE

 **Microsoft** UX Designer II/Lead Designer | 04/2009 – Present

Acted as the UX owner/lead designer to deliver innovative and desired user experience for Microsoft Store, XBOX, O365,Windows Azure Enterprise and Consumer Portals, E-commerce tools and Payment applications;

Delivered storyboard, information architecture, mockup click through, visual design, prototype , hi-fi UI design and usability studies & user research;

Involved in product planning, reported status to stakeholders, managed vendor and intern resources for prioritized project deliverables;

Collaborated with other design teams in Redmond, shared exit criteria for design sign off; collaborated with Marketing team for branding alignment;

 **群硕** Interaction Designer | 04/2008 – 08/2009

Responsible for user requirement and date collection, use case conduction; IA, E2E experience definition and design for casino gaming products.

Delivered Storyboards and Wireframe click through design and iteration on each scenario and drive review meeting with customers to get feedback.

Designed Hi-fi UI mockups, style guide and design Spec, UX prototypes together with UI developers

## SKILLSETS

