

XINTONG CHEN

Product Designer 646.241.8178 <http://xintongchen.github.io> xintong0308@gmail.com

EXPERIENCE Product Designer @ Spring

Jun. 2018 - Present, New York, NY

- Spring is a fashion & beauty marketplace where people can discover and purchase products from 1500+ brands. I collaborated closely with PMs and user researchers to define user problems and worked cross-functionally to improve the pre-purchase experience.
- Currently leading the design on high-intent search experience across desktop, mobile, and iOS. Responsibilities include problem discovery, competitive research, user experience, visual design, user testing and more.

Product Designer @ Grovo Learning

Aug. 2017 - May 2018, New York, NY

- Drove design from concept to delivery for Grovo Explore, which effectively introduced Grovo's key features to potential customers and opened the sales funnel.
- Built and maintained visual design system as a toolkit for Grovo's Product Design team and improved product design consistency.
- Conducted usability testing and iterated design for user management, content creating, and reporting experience.

UX Designer @ The Corcoran Group

Jun. 2016 - Aug. 2017, New York, NY

- Performed user research, designed and built responsive user interface, conducted usability testing, defined and maintained style guide for Corcoran's intranet and corcoran.com
- Defined feature requirements with PM, produced wireframes and hi-fi prototypes, and shipped a new ad ordering and budget management experience.
- Wrote reusable code snippets (HTML, CSS, LESS) and made quick style changes during production.

Web Designer @ Teachers College, Columbia Univ.

Sept. 2015 - Apr. 2016, New York, NY

- Redesigned user experience and built mobile-friendly user interfaces for 40+ micro-sites with improved graphics, typography, and information architecture.
- Collaborated with professors, administrators, and designers to clarify and distill their requirements.

EDUCATION Columbia University, Teachers College

Instructional Technology & Media M.A. 2014 - 2016, New York, NY

Beijing Normal University

Educational Technology B.S. 2010 - 2014, Beijing, China

SKILLS User Experience | Wireframing | Prototyping | User Research | Usability Testing | Interaction Design

HTML | CSS/SCSS/LESS | JavaScript | Bootstrap | Git

Sketch | InVision | Principle | Adobe Illustrator | Adobe Photoshop | Adobe Lightroom