

XINTONG CHEN

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EDUCATION

M.A.
Instructional Technology
Columbia University,
Teachers College
2014 - 2016 New York, NY

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

SKILLS

Competitive Research
User Interview
Competitive Analysis
Surveys
Card Sorting
User Flows
Wireframing
Prototyping
Usability Testing
Design System
Design Workshop

HTML
CSS/SCSS/LESS
Bootstrap

TOOLS

Sketch
InVision
Principle
UserZoom
Adobe CC

UX Designer

01/2019 - Present, New York

Lifion by ADP

Lifion provides an HR system that helps organization and people grow

- Led redesign of New Hire app which helped reduce HR practitioners' frustrations when setting up new hires in the system
- Designed OSHA (an HR compliance app) that allowed clients to get rid of heavy paper forms and manage work injury records more efficiently
- Actively conducting user interviews and launching surveys to identify opportunities for Teams (one of Lifion's product differentiator apps)

Product Designer

07/2018 - 11/2018, New York

Spring (acquired by Shoprunner in 2018)

Spring is a fashion & beauty ecommerce marketplace

Led design for 3 features that increased user retention:

- Redesigned search experience for high-intent customers, which led customers to do natural language search with less friction
- Revamped mobile Returns experience (iOS), and alleviated customer frustrations when returning products and tracking returns
- Designed Credit Rewards experience across desktop, mobile, and email to increase customer return rates

Product Designer

08/2017 - 05/2018, New York

Grovo (acquired by Cornerstone in 2018)

Grovo is a workplace learning platform based on Microlearning theory

- Drove design from concept to delivery of Grovo Explore, which showcased Grovo's strengths to potential clients and effectively opened the sales funnel
- Built and maintained design system for Grovo Product Design team, which improved product design consistency and efficiency
- Designed Multi-Language Closed Caption experience to make learning content more accessible to Grovo's multi-national clients

UX Designer

06/2016 - 08/2017, New York

The Corcoran Group

Corcoran is a real estate firm that helps people find and sell homes

- Conducted user research, redesigned Corcoran Intranet, and boosted satisfaction ratings from 45% to 85%
- Redesigned Ad Ordering & Budget Management App for Corcoran agents and reduced agent complaints by 50%

Web Designer and Developer

09/2015 - 04/2016, New York

Web Office, Teachers College

Redesigned and built mobile friendly user interfaces for 40+ micro-sites