

# 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