

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 is building an HR system that helps organization and people grow.

- Led New Hire redesign from ideation to production and reduced HR practitioners' frustrations when setting up new hires in the system.
- Designed OSHA (an HR compliance App), helped clients get rid of heavy paper forms and manage work injury records more efficiently.
- Conducting surveys and user interviews 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.