

Hongye Xu

Experience

hello@hongyexu.co

Product Design Intern **Mercari**

JUN - AUG 2017
San Francisco, CA

Redesigning Japan's largest P2P selling app used by 30MM+ users for US users
Designing and shipping interactions with Framer, After Effects and Airbnb Lottie
Practicing cross-platform design, between iOS and Android

Product Management Intern **Gigster**

(Breakout List, YC S15)
JUN - AUG 2016
San Francisco, CA

Designed, launched and managed three internal platform products which helped generate \$6MM+ in revenue
Redesigned entire first client milestone and universal client deliverable
Wrote 30+ product specifications for shipped projects (Web, iOS and Android)

Contract UX Consultant **Airbnb**

AUG - OCT 2016
San Francisco, CA

Redesigned Airbnb's payment UX with the goal of improving payment conversion for young people, presented screens/mocks to PMs at Airbnb SF (iOS, Web)
Conducted user research plus numerous surveys and focus groups to inform design decisions

Cofounder, Product Lead **Petra Labs**

JUN 2016 - PRESENT
Berkeley, CA

Developing an AIO productivity suite (starting with a calendar), previously worked on a personal finance application working with the Plaid API
UX lead and product manager, writing specs, designing screens, agile dev
Free Ventures Batch 7 (Berkeley incubator), The House Founders Program

Founder, Creative Lead **Motion**

MAR 2016 - PRESENT
Berkeley, CA

Founded a freelance video and photography production team, past clients include PricewaterhouseCoopers LLP, Movebutter (YC W17), IoT Labs
Created Kickstarter campaigns (photo/video/UI) that received over \$250,000 in funding & were featured in Mashable, Digital Trends, USA Today, PC Mag & more

Leadership

Production **imajiCal (AAF)**

AUG 2016 - MAY 2017
Berkeley, CA

Producer for imajiCal, Berkeley's award-winning creative strategy & competitive marketing team.

VP Finance, Video Lead, VP Internal Relations **Innovative Design**

JAN 2015 - PRESENT
Berkeley, CA

Managing funds for (\$10k+) and planning club-wide social & professional events for 200+ members, leading and educating teams of experienced videographers through filming, production and editing of video content for clients.

Education

UC Berkeley

B.A. Math & ISF
Expected DEC 2018
Berkeley, CA

The University of Melbourne

JAN - JUN 2013
Melbourne, AU

Skills

Software

Sketch, After Effects
Framer, Origami
Invision, Premiere Pro
Photoshop/LR
DaVinci Resolve

Programming

Python, Java, C
React (learning!), jQuery
HTML5, CSS
R