

Steven Ding

Design and build #meaningful #good product

Portfolio: <http://steven-ding.github.io/me>

Skills: Product design, fast prototype, user study, user flow, story board, UX design, UI design, product analysis, usability test, A/B test

Tools: Sketch, InVision, Marvel, HTML, CSS, GitHub, Asana, Trello

Phone: +86 180 1629 8173

Email: steven.j.ding@gmail.com

2017/10 – Present

X.0 Lab (Shanghai & San Francisco)

Product Designer

- Dlog IPFS Blog project: blockchain product research, prototype, UX design and UI design
- Blockchain research project: technology, product and user research
- GoDaddy China's auction product upgrade project: user research, product analysis, usability test and UX optimization

2016/01 – 2017/10

ALO7 (Shanghai)

Head of Product

- ALO7 is one of the largest online education platforms in China
- Bootstrapped online tutoring product line, in charge of product positioning, definition, roadmap and marketing strategy
- Led user studies, user flows, story boards, wireframes, prototypes and UX/UI designs
- Led product, technology and operation teams to implement and operate the platform
- Explored partnership opportunities, analyzed customers' requirements, designed solutions and rolled out executions for strategic partners

2011/03 – 2015/09
Zhiyoujie (Shanghai)
Product Co-founder

- Co-founded the company with the vision to create the most intelligent and effective hiring platform by using big data technology
- Led user studies, user flows, story boards, wireframes, prototypes and UX/UI designs
- Defined product roadmaps and managed product launch to help recruiters find the most matched candidates
- Led product, UX/UI, technology and operation teams

2009/03 – 2011/03
ALO7 (Shanghai)
Head of Product

- In charge of defining ALO7's product vision and strategy, which is to build the largest immersive English learning platform for Chinese kids
- Led market analysis, user requirement collection, product definition, product launch and marketing
- Led user studies, user flows, story boards, wireframes, prototypes and UX/UI designs
- ALO7 platform had over 10 million students in 2011

2007/10 – 2008/12
Anjuke (Shanghai)
Head of Product

- Anjuke was one of the largest online real estate platforms and now part of a Nasdaq public company 58.com
- Joined founding startup team as the 1st product director to define Anjuke's mission "To provide the best apartment searching experience"
- Led Anjuke's 3 different product lines and defined product strategy
- Led market and user requirement analysis, low and high fidelity mockup design and fast product iteration launch
- Built product and UX/UI teams and set up product and UX guidelines
- Anjuke won couple industry awards, including Baidu's the most innovative real estate site

2005/12 – 2007/10

Pageflakes (Shanghai & San Francisco)

China Product Manager

- Pageflakes.com was an innovative personal homepage platform funded by Benchmark Capital
- In charge of Pageflakes China product and market growth
- Led web site localization and marketing campaign, worked closely with China's leading tech online communities to drive user growth
- Pageflakes China web visitor number jumped to No.3 from No.15 in nation rank list under my leadership
- Pageflakes was acquired by MySpace co-founder

Education

Carnegie Mellon University (2003)

Information System

Coopers Scholarship & Honored Distinct Graduate