

✦ Ray Xia

Product Designer specializing in enterprise-level solutions and AI products. Experienced in designing end-to-end product experiences, visualizing complex data, and streamlining decision-making processes.

Experience

Product Design Lead

Jan – Jul 2025

CMU ENAiBLE

Pittsburgh, PA

- Owned the product design from concept to delivery for an AI-powered retail platform by sketching, designing user flows, and developing a Cursor-based prototype achieving 93% user adoption intent and stakeholder buy-in.
- Tested and validated market opportunity through 70+ hours of user interviews and concept testing, mapping user pain points to retail business goals to define ENAiBLE's partnership opportunities and future product roadmap.
- Led design workshops on AI automation strategies, presenting compelling narratives, service blueprints, and insight-driven visual models to achieve cross-functional stakeholder alignment.

UX Designer

May 2023 – May 2024

BJC HealthCare

St. Louis, MO

- Led the delivery of a healthcare web application that streamlines shift scheduling experiences, generating 245,000+ scheduled work hours and \$1.2M in operational savings within one quarter.
- Enhanced BJC's design system by creating scalable UI components across platforms and surfaces, ensuring consistency and responsiveness while adhering to brand guidelines.
- Partnered with 3 UX Researchers to evaluate employee work experience, resulting in an optimized product roadmap delivered to C-suite stakeholders.
- Collaborated with the engineering team to design, prototype, and test 3 core product features that improve nurse communication, iterating in a fast-moving, agile environment.

UX Designer & Engineer Intern

Jun – Sep 2022

Rulai, Inc.

Campbell, CA

- Sole designer of a B2B Conversational AI startup designing and developing low-code virtual assistant builder for 20+ enterprise customer service teams.
- Revamped the product demo system end-to-end through by analyzing user behavior, improving visual design, and building interactive demos for 60+ new platform features.
- Collaborated closely with Engineering and Marketing teams to create documentation that increased demo efficiency by ~40%.

UX Engineer

Jan – Apr 2025

CMU PHORA

Pittsburgh, PA

- Designed and developed the front-end for a clinical decision support system, which uses interpretable machine learning to analyze patient risk levels and improve physician decision-making.
- Improved user experience in clinical settings by creating informative data visualization and integrating automation to existing workflow.

ray24xia@gmail.com

(617) 987-5698

paprayka.com

Education

Carnegie Mellon University

Aug 2025 | Pittsburgh, PA

Master of Human-Computer Interaction

GPA: 4.06

Washington University in St. Louis

May 2024 | St. Louis, MO

Bachelor of Fine Arts

Communication Design Major

Minor in Computer Science

GPA: 3.97/4.00

Skills

User Experience Design

Product Strategy

User Interface Design and Development

Design Systems

Prototyping

Usability Testing

Conversation Design

Explainable AI Design

Visual Design

Graphic Design

Information Architecture

Qualitative & Quantitative Research

Market Research

Workflow Analysis

Data Visualization

Interpersonal Communication

Cross Functional Collaboration

Tools and Languages

Figma

Axure

Illustrator

Photoshop

After Effects

Tableau

Power BI

HTML/CSS/JavaScript (React, Svelte, Astro)

Firebase

Cursor

Claude AI

Azure OpenAI Studio