

Xin Qiao (Constance) Liao

Impact-Driven Product Designer With 3 Years in B2B/B2C/AR/VR/Real Estate/E-commerce Industries

WORK EXPERIENCE

Landvoice

UI/UX Designer Intern | Nov'21 - Present

- Worked with UX designers, PM's, and engineers to design end-to-end MVP and integrative experience across Landvoice Neighborhood Search platforms
- Created wireframes, UX/UI flow, and maintained UI components within the design system to establish consistency for real estate customers and professionals

UrMart

Product Designer | Jul'20 - Sep'21

- Led the re-design of UrMart websites and the inventory management system at all stages; decrease the development costs by 25%; simplify the workflows of the inventory management by 34%
- Strategized business goals for new features and product iterations with cross-functional teams; increased the total revenue by 124%

iStaging

Product Designer | Oct'18 - Jun'20

- Led the end-to-end design of 3D Homes Maker App for real estate to create virtual home tours; the transaction increased by 25%
- Crafted innovative solutions by leading 40+ interviews, 5 cognitive mappings, and 5 co-design workshops that suit user needs
- Synthesized data-driven insights and translated them into customer-driven solutions to align with user needs and business goals

Shopee

UX Designer Intern | Jun'18 - Oct'18

- Launched a checkout flow that allowed users to use coupons easily; reduced the abandonment rate from 65.9% to 53.4%
- Optimized UI and UX processes for shipping and delivery pages; Net Promoter Score (NPS) increased from 6.9 to 8.8

KKday

UX Designer Intern | Sep'17 - Jun'18

- Conducted KKday iOS app's design, including login, listing, voucher, and payment pages
- Collaborated with PMs, UX researchers, and UX designers to create user journey maps, information architecture, prototyping, user interface, and usability tests

CONTACT

Website: <http://constance.studio/>

Email: im.xin.qiao@gmail.com

Phone: (812)-803-5485

Linkedin: <https://www.linkedin.com/in/constance-xin-qiao-liao-576273152/>

EDUCATION

M.S. Human-Computer Interaction
Indiana University Bloomington'23

B.S. Psychology
National Taiwan University'18

SKILLS

Design: Interface Design, Interactive Prototyping, Motion Design, Visual Design

Research: Interview, Competitive Analysis, Empathy Map, Journey Map, Information Architecture, Usability Testing

Tools: Figma, Sketch, Principle, Adobe Creative, HTML, CSS, JavaScript

INVOLVEMENTS

I CAN PERSIST STEM Initiative
Scholar | Aug'21 - Present

Girls in Tech Taiwan
Volunteer | Jul'20 - Present

Autism Serves Association
Volunteer | Apr'14 - Jun'18