

# Xin Qiao (Constance) Liao

## Product Designer

### WORK EXPERIENCE

#### UrMart

Product Designer | Jul'20 - Sep'21

- Led the design of UrMart websites and the ERP systems at all stages from early concept to end-to-end experience
- Strategized business opportunities for new features and product iterations with product managers and engineers; increased the conversion rate by 130%
- Collaborated with stakeholders to plan projects for effective delivery while maintaining high standards for design

#### iStaging

Product Designer | Oct'18 - Jun'20

- Designed cross-product integrations and cross-flow experiences across iStaging (including AR Maker and VR Maker) for the real estate and architecture industries
- Craft innovative solutions by leading 12 interviews, 5 cognitive mappings, and 5 co-design workshops that suit user needs
- Synthesized data-driven insights and translated into customer-driven solutions to assure the alignments 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 checkout 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 product managers and UX researchers, contributed to user journey maps, information architecture, prototyping, user interface, and usability tests

### CONTACT

Email: [im.xin.qiao@gmail.com](mailto:im.xin.qiao@gmail.com)

Phone: (812)-803-5485

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

### EDUCATION

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

B.S. Psychology  
National Taiwan University'18

### SKILLS

Design | Product Design, Interactive Prototyping, Visual Design

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

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