

# Dongwen Xu

Product Designer | 6+ years of Industry Experience  
Interaction, Visual, 3D, MR/VR/AR Design

[www.piperxu.com](http://www.piperxu.com)  
(Password: piper2024)  
algaeshape@gmail.com  
[www.linkedin.com/in/piperxu](http://www.linkedin.com/in/piperxu)  
412-266-3766

## EXPERIENCE

### UX Designer

Lotic.ai, Inc. ↗ | Seattle, WA

Oct 2023 - Current

- Led UX design and research from 0 to 1 to launch a AI-powered SaaS platform offering data-driven insights for enterprise and consumer users. Owned and optimized end-to-end experiences, driving 5x partner and user engagement
- Created low to high-fidelity prototypes for usability testing and enhanced user flows in the native app's beta, boosting user retention by 25%
- Enhanced team productivity by redesigning visual and design systems, streamlining the design process and developer handoff
- Collaborated with PMs, developers, content, data science, and leadership to synthesize data, identify opportunities, formulate product roadmaps for multi-channel AI products across mobile, desktop, hardware
- Led cross-functional workshops across 4 time zones to align partners, present design rationales and incorporate feedback, ensuring optimal delivery quality

### Lead UX Designer

DongYu Co. | Remote

May 2021 - July 2022

- Spearheaded market and user research, leveraging feedback and analytics to build scenarios, use cases, and optimize creative strategies and design solutions, aligning with customer, client, and business objectives
- Managed the end-to-end design process from discovery, conception to implementation in coordination with Research, Engineering, and Product
- Worked with 10+ top-tier brands, such as Midea and Ant Group, to deliver design artifacts, significantly enhancing brand image

### Interaction Designer

VAVE Studio GmbH ↗ | Shanghai, China

May 2018 - April 2021

- Designed multi-modal, immersive and interactive experiences (VR/AR, 3D, Voice Integration) across multiple platforms and devices
- Led 5+ award-winning designs for exhibitions and campaigns. Presented pitch decks to stakeholders, securing million-dollar projects
- Rapidly iterated on wireframes, prototypes, and mock-ups to validate and refine concepts for both digital interfaces and physical environments
- Oversaw external suppliers to ensure timely detailed execution of projects within budget and technical constraints (video, production, construction)
- Worked in a creative design agency and served Clients:  
**Alibaba, Sony, Samsung, Tencent, ByteDance, Mercedes Benz, Ford**

### UX/UI Designer

NEIWAI ↗ | Shanghai, China

Aug 2017 - March 2018

- Created visual concepts and elevated brand image across social media and e-commerce, gaining 1.2M subscribers and \$20M in online sales revenue, making it China's fastest-growing lingerie fashion brand with 800% growth
- Developed end-to-end UX flows and mockups, and delivered UI assets for mobile and web platforms
- Partnered with product, marketing, engineering teams to identify product features and design requirements to meet business goals and user needs
- Enhanced visual merchandising strategies for retail experiences, contributing to exponential expansion from 1 to 36 offline stores

## EDUCATION

### Carnegie Mellon University

Master of Science

May 2023

Integrated Innovation for Products and Services

GPA 3.85 / 4.0

### Product Designer

Capstone Project, ACAA | Pittsburgh, PA

Designed a seamless service solution to enhance passenger travel experience for the new Pittsburgh International Airport Terminal

### Shanghai Institute of Visual Arts

Bachelor of Arts

June 2017

Digital Media, Art & Technology

GPA 3.6 / 4.0

2013 - 2017 First Class Honors Scholarships

## SKILLS

### Tools

Figma  
Sketch  
Adobe XD  
Invision  
ProtoPie  
Illustrator  
Photoshop  
After Effects  
Unity  
3ds Max  
Cinema 4D  
HTML/CSS  
Jira  
Miro

### Methods

Design Sprints  
Systems Thinking  
Product Strategy  
Competitive Analysis  
Mixed-method Research  
Service Design  
Journey Mapping  
Storyboards  
IA Mapping  
Wireframes  
Prototypes  
Information Architecture  
Data Visualization  
A/B testing

## AWARDS

### 2020 iF Design Award & Red Dot Winner

Samsung "Resonance" for Milan Design Week ↗

### 2021 ADC Bronze Award & Red Dot winner

United Imaging Healthcare Showroom

### 2019 Successful Design Award

"Alitopia Smart City" Interactive Installation