Nancy Xing
Product Designer

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Experience

VMware
Product Designer, Intern

Palo Alto, Jun 2022 - Aug 2022

- Delivered feature flag management solutions for **SaaS infrastructure** that is part of the **Network & Security** Platform for dev teams to facilitate A/B testing and feature releases which improved the SDLC and increased engineering velocity by **10%**.
- Built vision and verify the strategy of the product framework by conducting nine user behavior research and iterating on the interactive prototypes built with Figma.

Deeplocal
UI/UX Designer

Pittsburgh, Aug 2022 - Dec 2022

- Delivered a broadly accessible **mixed-reality** experience that uses Jell-O for family bonding-time.
- Designed an intuitive game flow from 0-1 incorporating computer vision and mobile augmented reality with traditional Jell-O to enable **digital transformation**.
- Conducted 40+ user tests with target users throughout the production to iterate the usability and enhanced the **NPS by 75%**.

Toyz Electronics
Design Researcher

Pittsburgh, Jan 2022 - May 2022

- Enhanced UX flow and created user-friendly UI with cross functional teams for a virtual Metaverse platform that provides **STEAM education** globally in over 100 languages.

Doremus+Co
Visual Designer & Account Manager

Shanghai, May 2020 - Jan 2021

- Created visual design direction independently and optimized key visuals for four Fortune 500 companies' marketing campaigns.
- Established a **B2B** client's social media and acquired 60k new followers by creating visuals and planning content in the APAC market.
- Built strong relationships with key clients at all levels and managed deliverables on-time and within scope 100%.

Capgemini
User Experience Designer, Intern

Shanghai, May 2019 - Aug 2019

- Collaborated with data scientists to design and develop an **AI Data Governance** product focusing on data linage, trust, job scheduling and privacy for clients in the automobile industry and boosted the **revenue by 20%.**
- Enhanced the UI and data visualization for internal dashboard and improved the **CTR by 30%.**
- Constructed white paper for Data Governance independently and utilized it in 18 marketing campaigns.

Education

Carnegie Mellon University
MS in Entertainment Technology

Pittsburgh, PA | Aug 2021 - May 2023

Pitzer College
BA in Media Studies & Digital Arts

Claremont, CA | Aug 2017 - May 2020

Università degli Studi di Parma
Claremont Exchange Program

Parma, Italy | Sep 2019 - Dec 2019

Tools & Skills

Adobe Suite	Notion
Figma	SPSS
Axure	Tableau
Miro	Unity
Confluence	Maya
Jira	Houdini

Design Thinking
Agile Development
Contextual Research
Data Visualization
Storyboarding
Information Architecture
Wireframing
Rapid Prototyping
User Interface Design
Usability Testing
2D and 3D Fabrication
Front-end Programming
B2B and B2C Design

Academic Projects

Building Virtual Worlds
Entertainment Technology Center

XR Designer & Artist, Fall 2021

Designed play flow and made 3D/2D artwork and make prefabs in Unity for five AR/VR projects in interdisciplinary teams utilizing Oculus, Hololens, HTC vive and Tobii eye tracker

Sustainable Development
United Nations + CMU

UI/UX Designer, Spring 2022

Designed and art-directed an online educational game to promote the concept of SDGs by going through the phases of R&D, wireframing, user journey, and prototyping interactive experiences