

# XIAOPU 'SERENE' DENG

## PRODUCT UX DESIGNER

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San Jose, CA

## PROFESSIONAL EXPERIENCE

### Product UX Intern | Brain Corporation

Jun 2021- Sep 2021 | San Diego, CA

- Partnered with product managers, engineers, deployment department, marketing, and sales teams, delivered three digital products and tools for our AI autonomous self-driving robot.
- Individually hosted 11 usability testings for three digital products.
- Tailored and iterated the UI/UX of deployment engineering tool, increased on 83% user satisfaction. Designed & shipped the product successfully under a tight timeline.
- Analyzed user research, created the robot user journey map, identified user needs, and shaped the product direction to create a learning center for robot operators.
- Designed the learning center feature for operators on the mobile app which includes UI/UX, illustration, and motion design.

### Product Designer | Deloitte sponsored course

Feb 2021- May 2021 | Savannah, GA

- Owned the end-to-end design of the employee family leave request portal and helped the Deloitte HR department and employees simplify the leave request process.
- Led the product ideation and design process, created a practical solution to ensure timely delivery, actively engaged stakeholders on key product decisions.
- Created UI component library for the design team.
- 100% positive feedbacks from Deloitte HR & Design team that the final design could solve 90% of employees' leave request problems.

### UX Design Intern | Walletifai

Mar 2020- Aug 2020 | Toronto, Canada

- End to end designed the MVP personal finance app and V1.0 from scratch, and successfully launched in 4 months.
- Initiated user research, competitive research, usability testings, and synthesis to ideation.
- Designed regular spending and recurring page, included low-fi sketches, wireframes, and hi-fi prototypes.
- Improved 59% user sentiment by iteration.

### Jewelry / Visual / UI Designer | Multiple employers

2013 - 2017 | Beijing, China

I was a jewelry/ Visual / UI designer and have worked for several employers in China. I have designed 40+ jewelry products, illustrations, and Visual & UI of an Online digital design platform.

## EDUCATION

### Savannah College of Art and Design

2020 - Nov 2021 (Expected graduation)

MA, IT Project (Design) Management

### California College of the Arts

2018 - 2020 (Transferred, no degree)

MFA in design, Interaction design,

Student Chair Award

### UC Berkeley Extension

Jun 2019 - Sep 2019, summer course

HTML/ CSS/ JavaScript, Front-end codings

### Tsinghua University

2009 - 2013

BA in Fine Art, Craft art

## SKILLS

### Design

User Interface Design

User Experience Design

Prototyping

Wireframing

Interview

Survey

Usability testing

Illustration & Motion Design

### Tools

Figma

Sketch

InVision

Adobe Creative Suite

### Programming

HTML

CSS

JavaScript

JQuery libraries

## HONOR & AWARDS

### Best of Academia Category, UMO Design

### Global Innovation Design Challenge 2020

Led a design team to create a single parents mental health supporting app in 2 weeks and honored top 30 out of 250+ worldwide design teams.