

# Yolanda Xiong

SENIOR UX/UI DESIGNER



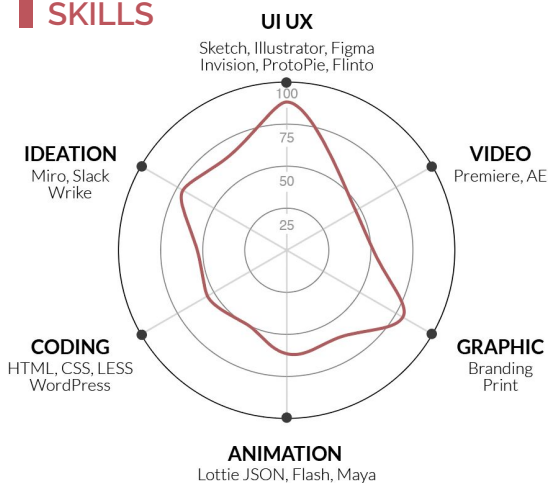
## PROFILE

Yolanda XIONG (Xiaolan) is a UX/UI designer with expertise in system thinking, SaaS platform (B2B), gamification and monetization (IoT product). Believing good user experience can create positive ripples in society and eventually reshape a global future. Seeking an opportunity to further develop expertise for some humanity-centered products.

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## SKILLS



### Methods

Competitor Analysis | Survey | Interview | Persona | StoryBoard | Journey Map | Usability Testing

### Language

English | Cantonese | Mandarin

### Hobbies

🎨 Chinese Calligraphy 🍴 Food Experiments

## EDUCATION

**The Hong Kong Polytechnic University**  
**MSc. Multimedia & Entertainment Technology**  
Sep 2011 - Oct 2012 | Hong Kong SAR

**Sun Yat-Sen University**  
**B.A. of Digital Media Art**  
Sep 2007 - Jul 2011 | Guangzhou, China



[xxl.im/portfolio.pdf](http://xxl.im/portfolio.pdf)  
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## WORK EXPERIENCE

### Senior UX/UI Designer, Creedon Technologies

Dec 2017 - Present, Hong Kong

#### Participated in Nixplay Mobile App revamp.

Nixplay has been recognized as top 1 digital photo frame seller on Amazon with over 320k monthly active users. I worked with the whole UX team to overcome the main challenge of old product legacies that has been serving existing 1 million users for 10 years. We leveraged user research, customer journey map and remote user testing (with our existing American users) to validate, iterate and finally roll out the new mobile app with 4+ stars app store rating(original rating 2+ stars). I set up a React Native component based design system and iconography guidelines.

#### Led the end-to-end monetization project: Fujifilm Print Shop

Closely collaborated with a team of PM, engineers and marketing specialists in the product development process. Defined the end-to-end solution with Fujifilm SDK and presented POC to stakeholders.

#### Gathered user feedbacks for continuous UX improvements.

Attended weekly CS meeting. Generated insights from customer feedbacks on Intercom, Zendesk and Appbot. Monitored user behaviour on AppSee to extract user pain points and translate them into user stories with BA and PM.

#### Designed for third party services integration.

Participated in Google Photos dynamic playlist, Spotify Connect, Alexa voice design. Oversaw the UI treatments to be aligned with their brand guidelines.

### Senior Web Designer, Code Free Soft Ltd

Dec 2012 - Dec 2017, Hong Kong

#### Designed Dragonce platform UIUX from scratch.

Dragonce is a B2B platform to build apps, e-Forms, workflows and reports. As Dragonce's first designer, I've spent 5 years systematically setting up the whole UI UX. The biggest challenge in this project is how to extract requirements from different business processes and integrate them into extendable modules and widgets to fulfil more SMEs' business needs. Multiple user roles permission control and maintaining "what you see is what you get" are also our top design concerns.

#### Established design system for tailor-made business applications.

In order to drive consistency, I led the rebranding project in 2016. We optimized fonts, colors, html structures according to WCAG 2.0 to enhance the accessibility. Redrawn over 100 icons and converted them into icon font. Partner with developers to translate design assets into LESS variables and patterns. 3 months later a new code-based responsive design library released and won applause from different departments.

#### Led the design of a business Instant Messaging app for iOS, Android and web.

Leveraged design tactics to solve enterprise communication difficulties such as confidential information disclosure.