

# Piper Dongwen Xu

Product Designer UX/UI, 3D, VR/AR/MR

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## EDUCATION

### Carnegie Mellon University

Master of Science May 2023  
Integrated Innovation for Products and Services  
GPA 4.0 / 4.0

### Shanghai Institute of Visual Arts

Bachelor of Arts June 2017  
Art & Technology  
GPA 3.6 / 4.0  
2013 - 2017 First Class Honors Scholarships

## SKILLS

### Tools

Sketch  
Figma  
InVision  
Principle  
Miro  
Illustrator  
Photoshop  
After Effects  
Unity  
3ds Max  
Sketch Up  
CAD  
HTML/CSS  
Arduino

### Methods

Design Sprints  
Product Thinking  
Brand Management  
Design Systems  
Service Design  
User Research  
Interview  
Journey Mapping  
Storyboarding  
Information Architecture  
Site Mapping  
Wireframing  
Prototyping  
Usability Testing

## AWARDS

### 2021 ADC Bronze Award

United Imaging Healthcare Showroom

### 2020 Red Dot Winner

"Resonance" Samsung Milan Exhibition

### 2019 Successful Design Award

"Alitopia Smart City" Interactive Installation

## EXPERIENCE

### Lead UX Designer

DongYu Co. | Ningbo, China May 2021 - July 2022

- Conducted market and user research to develop user-centric design strategies and elevate the digital experiences for clients
- Leveraged research data and analytics to validate UX approaches and optimize product features
- Worked with brands like UBTECH, Midea, and Ant Group to help them create brand assets and reinforce their brand images

### Experience Designer

VAVE Studio GmbH | Shanghai, China May 2018 - April 2021

- Designed multi-modal, immersive experiences and spaces (VR/AR, 3D) across multiple platforms and devices
- Presented pitch decks to stakeholders and won million-dollar projects
- Rapidly iterated on wireframes, prototypes, and mock-ups for interactive user experiences across digital interfaces and physical environments
- Managed end-to-end design processes from concept to evaluation and implementation in partnership with stakeholders and cross-functional teams across business, engineering, and product, ensuring that designs meet user and business goals
- Led designs of exhibitions and showrooms, winning world-class awards
- Clients Served  
**Alibaba, CP Group, Sony, Samsung, Tencent, ByteDance, Mercedes Benz**

### Visual Communication Designer

NEIWAI | Shanghai, China Aug 2017 - March 2018

- Elevated brand and visual concepts across social media and e-commerce platforms, resulting in an increase of 1.2 million subscribers and online sales revenue of over \$200 million
- Collaborated with researchers, developers, product managers and marketing team to deliver visual assets and realize design vision
- Created zero-to-one core user flows and delivered UI designs for mobile and web platforms, including the NEIWAI mobile shopping app
- Designed a 3D Body Scanner service to assist customers with detailed and customized wearing suggestions
- Improved visual merchandising strategies for retail stores, increasing customer base and retention

### Experience Designer

Internship, Museum Yuan | Shanghai, China Sept 2016 - May 2017

- Led designs in a team of 4 from conceptual planning to detailed design (space, props, visuals)
- Worked with brand directors, curators, and stakeholders to create ads, campaigns, packaging, brochures, and window displays
- Managed and oversaw suppliers to ensure timely and high-quality project completion within budget constraints