

Piper Dongwen Xu

UX/UI, 3D, Visual Design | Retail, eCommerce, CPG, Interactive Media

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EDUCATION

Carnegie Mellon University

Master of Science May 2023
Integrated Innovation for Products and Services
GPA 3.85 / 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
Illustrator
Photoshop
InDesign
After Effects
Unity
Sketch Up
3ds Max
Cinema 4D
CAD
HTML/CSS

Methods

Design Sprints
Systems Thinking
Business Strategy
Design Systems
Service Design
Heuristic Analysis
User Journeys
Storyboards
Information Architecture
Site Maps
Wireframes
Prototypes
Usability Testing
Data Visualization

AWARDS

2021 ADC Bronze Award & Red Dot winner

United Imaging Healthcare Showroom

2020 iF Design Award & Red Dot Winner

Samsung "Resonance" for Milan Design Week

2019 Successful Design Award

"Alitopia Smart City" Interactive Installation

EXPERIENCE

Product Designer

Capstone Project, ACAA | Pittsburgh, PA Jan 2023 - May 2023

- Collaborated with stakeholders to build research plans that drove the product strategy for the new Pittsburgh International Airport Terminal
- Led a team of 6 in benchmarking, interviews, workshops to identify new product opportunities, UX workflows and create a product roadmap
- Designed and presented a seamless service solution and end-to-end prototypes to enhance the passenger travel experience

Lead UX Designer

DongYu Co. | Remote May 2021 - July 2022

- Led market and user research to drive creative design strategies, aligning designs with user, client, and business goals
- Leveraged research data and analytics to validate concepts and optimize design solutions
- Worked with brands like UBTECH, Midea, and Ant Group to help them create design assets and enhance their brand experiences

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
- Led award-winning designs for exhibitions and showrooms, created and presented pitch decks to stakeholders, securing million-dollar projects
- Rapidly iterated on wireframes, prototypes, and mock-ups to test and refine concepts for both digital interfaces and physical environments
- Managed end-to-end design processes from ideation to evaluation and implementation in coordination with stakeholders and cross-functional teams across business, engineering, and product
- Directed and oversaw external agencies and suppliers to ensure timely, high-quality execution of projects (film, production, construction)
- Clients Serviced
Alibaba, Sony, Samsung, Tencent, ByteDance, Mercedes Benz, CP Group

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 \$15 million
- Collaborated with researchers, developers, product managers and marketing team to identify product features and realize design vision
- Created zero-to-one core user flows, high-fidelity mockups and delivered UI designs for mobile and web platforms
- Improved visual merchandising strategies for store experiences, contributing to exponential expansion from 1 to 36 stores
- Worked with brand directors and stakeholders to create deliverables for ads, email designs, campaigns, packaging, and brochures