

# JANE XIAO | SENIOR PRODUCT DESIGNER

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Strategic-thinking **Senior Product Designer** skilled at designing the disruptive solutions that positively transform an organization's service capabilities. Passionate about playing a hands-on role in the entire project lifecycle, working side-by-side with both clients and colleagues to deliver user-centered products that seamlessly meet a variety of business challenges. Proven record of winning new business, retaining long-term clients, and boosting customer satisfaction scores with innovative yet solidly functional designs. Bilingual in English and Chinese.

## PROFESSIONAL EXPERIENCE

GoExpedi, Inc. | Houston, TX  
Senior UI/UX Designer

2020 to Present

- Deliver intuitive user experiences for existing e-commerce and supply chain analytics apps, while also delivering on R&D, prototyping, proof-of-concept and final design of 2 new applications to serve global clients (3D product configurator and RFID/IoT Inventory Tracking).
- Built and managed the company wide design system and the company's customer insight repository with customer personas to drive business requirements for our roadmap.
- Initiated and lead an on-going bi-weekly roundtable where all of our technology cross-functional team can share their knowledge with each other while learning and growing as a team.
- Assisted in the introduction and adoption of CX Analytics tools, practices, and KPIs to benchmark user satisfaction and inform design solutions.

**Valve and Mud Pump Configurators** (Responsive Web App): Reduced quote process for the client and the internal sourcing team by 2 weeks. Through the demo of this new capability, won bid to become the preferred vendor for 2 Fortune 500 oil and gas customers.

**RFID/IoT Inventory Management** (Web App): The proof of concept won the company the rights to run pilots for Chevron. If adopted would save millions for customer and make GoExpedi their software inventory management solution and their vendor of choice for restocking.

AIG | Houston, TX  
PRODUCT DESIGNER | SENIOR PRODUCT DESIGNER

2018 to 2020

- Oversaw the entire design lifecycle, conducting user testing to inform the design, collaborating with product owners to define priorities, and facilitating design sprints to create functional and pleasing solutions.
- Co-designed new capabilities for employer-facing web application, conducting extensive deep dives into client needs and presenting a business case for new features related to plan health and instant reporting. Efforts won AIG new clients and strengthened client retention ratings due to the new product offerings.
- Actively strengthened the design team by hosting internal education initiatives, such as UI Challenges and weekly roundtables, to encourage creativity, collaboration, and brainstorming.

**AIG Retirement Service Employee Portal** (Responsive Web App): Within a month of full roll out, the site's NPS score increased from -32 to +6, and customer satisfaction rating went up by 2 points out of 5 points total. It also helped AIG Retirement Services win the DALBAR's Customer Excellence Award for 2020.

**Plan Health Dashboard** (Web App): This new feature for the employer facing portal lead to an direct increase of monthly site visitors, which was a company KPI for success.

3Leaf Consulting | Houston, TX  
FREELANCE UX DESIGNER

2018

- Helped an SaaS startup reach their early-stage business goals, conducting full scope UX work that included defining unique user personas/use cases, generating wireframes/prototypes, and partnering with a visual designer to provide high-quality deliverables showcasing an ideal design solution.
- Improved 3Leaf's overall output by mentoring the team's new visual designer. Coached her on design best practices, including cadence, to boost 3Leaf's efficiency and effectiveness when producing client solutions.

MJV | Houston, TX  
INNOVATION DESIGNER

2017 to 2018

Hired to serve in a multidisciplinary role for this Brazil-based technology and innovation consultancy specializing in service and UX design, focusing efforts on setting up a Houston-based office.

- Drove a healthcare-focused due diligence initiative, investigating the market needs and challenges of this sector as a potential business focus. Facilitated meetings with prospective clients to define vision and scope of work.
- Organized and facilitated design-thinking workshops on the topic of healthcare with 22 attendees at the director and executive level, including Baylor, AIG, and other Texas Medical Center sites.
- Played a hands-on role in product design, personally developing wireframe and prototypes for a variety of challenges, including a proposal for a mobile account-driven app.

CORE COMPETENCIES

Design Thinking | Agile Methods | Wireframing & Prototyping | UX/UI Design | Design System  
Customer Insight Repository Creation | User Interviews | User Experience Mapping & Research | A/B Testing  
Workshop Facilitation | Basic HTML & CSS | Figma | Sketch | Invision | Adobe Creative Suite | JIRA | MS Office

EDUCATION

University of Texas, Austin: BA, Sociology, Minor in Architecture  
University of California, San Diego: Certificate in Interaction Design Specialization

BEYOND BUSINESS

Co-Founder/Co-Chair, Hexagon UX Houston (2017 to Present)  
Member, HUXPA (2016 to Present)  
Panel Speaker, Ascend Design Conference (2019)  
Speaker as a Design Thinking Practitioner, Rice's Liu Idea Lab for Innovation and Entrepreneurship Course (2019)

PROFESSIONAL ENDORSEMENT

*"Jane is an insightful user advocate with a keen eye. She creates beautiful journey maps and wireframes and is an analytical thinker who renders strong design solutions. She is also the kind of designer that provides candid feedback to help make products better. She is a person of high integrity that delivers great value."*

-Evelyn Pandozi, Sr. Product Designer for Web & Mobile Apps, AIG