

# Yolanda Xing

## CONTACT

[yolandaxing.work](mailto:yolandaxing.work)

[qx2228@tc.columbia.edu](mailto:qx2228@tc.columbia.edu)

+1 347-882-7333

## SKILLS

### DESIGN

User Flows

Storyboards

Wireframes

Mockups/Prototypes

Design System

Graphic Design

Infographic Design

Service Design

Information Architecture

### RESESRCH

User Interview

A/B Testing

User / Proto Persona

Heuristic Evaluation

Competitor Analysis

Usability Testing

Data Interpretation

Impact Measurement

### TOOLS

HTML, CSS, JavaScript

Figma, Sketch, XD

Adobe Photoshop

Adobe illustrator

WordPress, Webflow

## AWARD

Winner of INA design challenge ([aMuse](#), [AI-assisted music journal](#))

## WORK EXPERIENCE

### Sign (Decentralized Finance) / Product Designer

2024.01–present · New York, NY, United States

- Owned end-to-end design for a crypto-native ePassport, ensuring scalability and flexibility across the landing page, payment gateway, KYC system, and user account dashboard for mobile & web.
- Designed an interactive product intro, enhancing brand reputation through creative storytelling.
- Drove the use of glassmorphism for the UI revamp, maintaining a scalable and consistent design system that aligned with a new futuristic branding.
- Initiated workflow refinement between the design, operations and software development teams.

### Soca (Social networking platform) / UI UX Designer

2023.02–2023.09 (6 months) · New York, NY, United States

- Assisted the lead designer in maintaining the design system by standardizing 400+ icons.
- Revamped welcome emails and ads, achieving a 40% increase in click-through rate.
- Identified user pain points through interviews and surveys. Prioritizing product's new features with the product manager and UX researcher for data-driven design decisions.

### Transformative Learning Technologies Lab / UI UX Design Intern

2023.05–2023.08 (3 months) · New York, NY, United States

- Innovated with Large Language Models, integrating AI chatbots into the design of a literature review tool, and cooperated with engineers to ensure it met technical requirements.
- Created consistent UI guidelines tailored to the product scope.

### ByteDance (TikTok's parent company) / Product Design Intern

2021.06–2021.09 (4 months) · Shanghai, Shanghai, China

- Assisted in delivering the product documents and design documents, while also refining standard operating procedures(SOP) to manage 40+ outsourced staff more effectively.
- Organized bi-weekly meeting parties to foster team cultures and a positive work environment.

### Google X Columbia Business School / Learning Experience Designer

2023.01–2023.07 (6 months) · New York, NY, United States

- Created visual brand, marketing infographics, and professional development learning content for Justice Through Code program, leading to a partnership with Google Learning team.

## EDUCATION

### Columbia University / MA in Instructional Design (STEM)

2022.09–2024 · New York, New York, United States · GPA: 4.00

Human-centered Design and Innovation | Mobile Design | Computers and Cognition

### Nanjing University / BA in Linguistics and English Literature

2018.09–2022.05 · Nanjing, Jiangsu, China · GPA: 3.98

Creative Writing | Sociolinguistics | Psychology | Copywriting & Content Writing