

# Shang Xu

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<https://www.mchotpot.com/>

## About

With over **8 years** of experience, I focus on user-centric design experiences for a variety of consumer and enterprise products. My passion for agile methodologies allows me to excel in aligning conceptual product visions with business goals. My strengths include information architecture, interaction design, and usability principles. My priorities are focused around continuous user feedback-based product iteration to ensure exceptional user experiences.

Let's collaborate and create something amazing!

## Skills

**Design:** Proficient in Figma, Sketch, Adobe Creative Suite, with expertise in responsive design. Skilled in crafting design systems and data visualization.

**Leadership:** Led cross-functional teams, excelling in communication, collaboration, project management, and mentoring junior designers.

**Research:** Proficient in user research, usability testing and feedback synthesis.

**Technologies:** Agile and Lean methodologies expertise, basic knowledge of data analysis tools, and a familiarity with front-end technologies.

## Education

**M.F.A** Interaction Design (GPA: 3.85)  
Purdue university Aug 2013 - Aug 2016

**B.A** Industrial Design (GPA: 3.75)  
Sichuan Fine Art Institute Sep 2009 - June 2013

## Awards

IEEE VAST 2014 Mini Challenge 2 Awards - Sponsor's Award for Novel Visualization

First Award - China Earthquake Administration Data Visualization Competition 2016

The 3rd Place - Changhong SmartTV App Design 2013

## Selected Experience

**MoeGo** | **Senior product designer** Jun 2023 - Current

- Successfully designed and launched MoeGo Pet Parent mobile app & Enterprise Hub from concept to completion.
- Led the MoeGo CRM in product design, ensuring a seamless and consistent user experience by refining the design of the MoeGo B-to-B platform.
- Played a pivotal role in building and formalizing the MoeGo design team: established strong partnerships with the product and development teams, while mentoring junior and mid-level designers.
- Collaborated closely with clients and conducted user research to shape the future visioning roadmap.

**Shopify** | **Senior product designer** Aug 2021 - May 2023

- Directed the end-to-end design process for multiple products, taking the lead in developing Shopify Logistics Warehouse Simulation tool features from the initial concept to the successful launch.
- Transformed the internal simulation tool into a customer-facing product.
- Guided cross-functional teams, including product managers, engineers, and stakeholders, to establish a clear product roadmap, develop an effective product strategy, and align long-term business goals.
- Facilitated collaborative design workshops and visioning sessions to foster innovation and gather insights from users and stakeholders.
- Conducted user research and tested designs to ensure they met user needs and were intuitive and effective.

**Vanguard** | **Senior UX designer** Apr 2019 - Aug 2021

- Driving Vanguard Digital Advisor from concept to successful product launch.
- Leveraged Digital Advisor design system to ensure consistency and improve efficiency.
- Led major projects, including Digital Advisor design system, Debt Payoff Calculator, Multi-Goals, Next Dollar Accumulation, Onboarding, Risk Assessment, and Illustration.

**Assurance Software/Sungard** | **UX/UI designer** Jan 2018 - Apr 2019

- Designed, launched, and managed key features of Assurance software's B2B platform, encompassing risk assessment, on-boarding, playbook, mobile app, reports, customized dashboard, and a design system.
- Spearheaded enhancements to the 2019 award-winning product, a DRII Product/Service Provider of the Year finalist.

**Monetate** | **UI designer** Sep 2016 - Nov 2017

- Designed a new design system for Monetate's machine-learning platform that aligned with established design principles and UX best practices.
- Created detailed user interface designs, including typography, iconography, color palettes, and interactive components, based on the new design system.