Xing

Xing Qin
Product Designer

xingqin.design@gmail.com
+ 33 7 66 85 17 18
https://xingqin.me

ABOUT ME

Product Designer with MVP-to-launch experience

Specialize in SaaS and mobile app design

Focused on user-centric, scalable solutions

SKILLS

UX/UI Design

User Research

Interaction Design

Usability Testing

Prototyping

Information Synthesis & Analysis

LANGUAGES

Chinese - Native Proficiency

English - Professional Proficiency

French - Upper Intermediate

TOOLS

Figma

Webflow

Dovetail

Hotjar

EDUCATION

Product Designer Certification
The Design Crew, Paris
2021.03 - 2021.05

Master - Media and Communications
City, University of London
2015 - 2016

Master - Business & Humanity
Newcastle University, England
2014 - 2015

Bachelor - English
University for Science & Technology Beijing
2008 - 2011

EXPERIENCE

Product Designer - MyPL

2022.07 to Now - Paris, France

A SaaS platform supporting clinical decision-making in cancer care.

- Identifying and defining product opportunities, creating intuitive experiences for MyPL's key product "MTC," designing and shipping it from MVP (Minimum Viable Product) to a mature product.

- Designing and conducting user interviews and testing for core features, with a focus on implementing the data-driven aspects of the MTC solution through to developer handoff.

- Enhanced user personas, streamlined research processes, and documented insights to inform future product iterations.

- Collaborating on the day to day with a cross functional team: PM, UXR, Engineers. Built trust via communication and constant delivery.

- Leading two strategic partner projects, from understanding user needs and designing solutions to aligning with stakeholders and presenting to leadership. Received praise from the CEO for my work.

- Collaborating with the design lead to maintain and improve the design system.

Product Designer - Freelancer

2021.07 to 2022.07 - Paris, France

- UX/UI design for products including: SaaS platforms, web and mobile applications.

- Helped startups improve their product experience, and boost user engagement and retention.

UX Designer - 云什泰 (Bigshot)

2017.05 to 2021.03 - Beijing, China

A video editing and sharing tech startup, acquired by Kuaishou (main competitor of TikTok in China).

- Responsible for the platform's UX design.

- Conducted user research and testing.

- Analyzed product data to support feature proposition and iteration

- Identified problems based on data analysis, then provided solutions Ex: designing and proposing new features to improve product recurring usage or increase new user acquisition.

- Responsible for the app's UX writing.

- Collaborated with the engineers and visual design team.