



Yaping Xie

Creative Thinker, Design Leader
and Team Builder

650.996.8696
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Education

Academy of Art University, CA

M.F.A. Computer Arts
Interactive Media focus

Zhejiang Sci-Tech University, China

B.S. Fashion Design
Graduate with honor: Distinguished
Graduate of Zhejiang Province

Training

Nielsen Norman Group
Mobile Websites and Apps

Cooper
Visual Interface Design

Decker
Communicate to Influence

Award

MVP Award
VMware, Q2 2017

Graphic Design USA Annual
2000, 2001 and 2003

2000 IASA Technology, Products and
Services Showcase Award
Best Use of Color

Portfolio

Available Upon Request

Citizenship

U.S. Citizen

Expertise & Skills

Design Leadership, User-centric Design, Information Architecture, User Research, Usability Testing, Product Innovation, Native App, Responsive UI, Prototyping, Design System, Creative Direction, Lean UX, Agile & Waterfall Methodologies.

Adobe CC Suite, Balsamiq, Figma, Invision, Principle and Sketch; Jira and Confluence; HTML, CSS and JavaScript; Teamsite and SharePoint.

Experience

VMware, Inc. Palo Alto, CA

End User Computing BU

Design Manager, December 2017– present

UX Lead, November 2015 – November 2017

- Expanded team from 1 to 8 designers across 3 geo-locations; Built overseas team in India. Refined the hiring process for best performance. Coached and mentored designers to achieve their business and career goals.
- Led the design thinking for Horizon and Workspace ONE. Closely collaborated with PMs to discover use cases and understand users and their goals to craft the products; Created storyboards to illustrate product direction and showcase features; Presented to executives and potential customers to procure buy-ins.
- Facilitated design workshops with PMs, engineering and designers; Oversaw/hands-on production of wireframes to ideate on information architecture, end-to-end flow and interface solutions.
- Led user research efforts in major customer facing events like VMworld, Customer Advisory Board and various focus groups. Drove the process, delivered results. Advocated for usability testing to optimize experience.
- Worked with 6 scrum teams. Ability to turn around rigorous wireframes and mockups in an iterative, agile environment. Conducted UX reviews to ensure the implementation quality.

Customer System

Senior UX Designer, June 2012 – October 2015

- Responsible for the end-to-end user experience from collecting service information, signup, access service dashboards, metering and billing, and user management via one unified UI.
- Dedicated to improving the user experiences for My VMware. Participated in user research, analyzed user data, and then used those data to rationalize redesign. Successfully improved customer satisfaction score from 45% to 78%.
- Collaborated with the cross-functional teams throughout the design and development process. Produced user flow diagrams, wireframes/mocks and final interaction/visual specifications.
- Worked with designers to document and evolve patterns. Guided developers to build component library based on patterns.

Risk Management Solutions, Inc. Newark, CA

Senior Multimedia Designer, December 2001 – May 2012

- Collaborated with product teams, contributed to the company's SaaS strategy. Worked on the first SaaS product from concept to implementation. Developed interaction specs and style guides.
- Designed various collaterals, incorporated bold colors and hand-rendered illustrations in company's visual system, created unique visual brand.
- Assisted marketing efforts in Chinese market. Attended tradeshow and organized seminars.