# Hong Qiu

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## Experience

### Fouding Product Designer  | H2Alpha

Jul 2025 - Present, Kansas, United States

- Lead product strategy and end-to-end design for an AI-powered biomedical platform that streamlines sequencing data analysis for researchers, improving speed and clarity
- Independently conducted extensive user research with stakeholders to uncover design challenges and design scalable, user-centered systems for sequencing data analysis and automation
- The platform is co-founded by experts from Harvard Medical School and the University of Kansas, and is currently under active development and NSF funding application

### Founder  | Black and White Cat Studio

Sep 2023 - Present, Remote, United States

- Led the design team in building user-centric digital products for over 10 early-stage companies, with several scaling to serve more than 100,000 users
- Directed cross-functional design teams to deliver impactful digital experiences across AI, healthcare, education, and enterprise SaaS — recognized by Red Dot and iF Design Awards, with works exhibited in China, Singapore, and the US

### Product Designer  | Createability Inc

Aug 2022 - Jul 2023, Indiana, United States

- Led a team of 3 designers to develop a mental health assistive platform for users with traumatic brain injury from 0 to 1, spanning discovery, ideation, and full-fidelity prototyping, achieving 90%+ customer satisfaction
- Conducted an extensive 7-month blend of qualitative and quantitative research to define business goals, user needs, and product strategy
- Took ownership of project management, ensuring seamless coordination for on-time project delivery

### Product Designer |  Momo Technology (NASDAQ:MOMO)

Mar 2019 - Aug 2021, Beijing, China

- Collaborated with cross-functional teams to develop ads platform 1.0 from scratch. Resulting in a 400% increase in ads revenue within 3 months after launch
- Led user research, including market research, competitive analysis, and 20+ user interviews, generating insights that shaped the user experience and supported key design decisions across a project impacting over 1 million advertisers
- Established design process and evangelized design culture

### Product Strategy and Operations Manager |  (The largest Chinese O2O local life service platform)

Oct 2013 - Oct 2018, Beijing, China

- Led the redesign of the Meituan ads platform, achieving a 320% surge in advertising revenue within 3 months and improving conversion by 146%
- Collaborated with 8 cross-functional teams to shape product roadmaps and prioritize features in alignment with key business goals
- Recruited and managed 5 juniors, contributing to team expansion

## Education

### M.S. Human Computer Interaction

Indiana University, 2023

### M.S. in Design and Branding Strategy

Brunel University, 2013

### B.S. in Artistic Designing

Anhui Polytechnic University, 2012

## Awards

Red Dot Design Winner 2024

iF Design Award Winner 2024

Indigo Design Awards Golden Winner 2024

IDA Design Awards Winner 2023

UX Design Awards Nominee 2023

London Design Awards Golden & Sliver Winner 2024

Muse Design Awards Golden & Sliver 2024

Paris Design Awards Winner 2024

International Design Excellence Awards (IDEA) Awards 2024

New York Design Awards Silver Winner 2024

## Exhibit

Sasse Museum of Art: "Un-defined Sensibility" Exhibition, 2024

Red Dot Design Museum Singapore, 2024-2025

Guangdong International Art Week, 2024

UX Design Awards Yearbook, 2024

IDEA Design Awards Yearbook, 2024

## Jury

Orpetron Web Design Awards, Jury Member, 2025

IU School of Informatics & Computing Hackathon, Guest Judge, 2025

FutureForm Emerging Designers Challenge, Guest Judge, 2025