Hong Qiu

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Experience

Lead Product Designer ❙ B2B, Digital ads product/ Black & White Cat
June 2023 - Present, Remote, United States

- Led the design of an <u>AI-driven advertising platform</u> (<u>nominated by UX Design Awards)</u> for Momo traffic monetization. It optimizes advertising budgets with smart bidding suggestions and enhances campaign management efficiency, estimated to bring a 240% increase in operational efficiency after launch
- Developed comprehensive dashboards for seamless monitoring and customized reporting, delivering personalized insights. Drove the design direction and strategy, operationalizing it with cross-functional teams
- Defined user flows, crafted both low- and high-fidelity prototypes, and continuously iterated based on user feedback for ongoing UX enhancement

Product Designer ❙ B2C, Healthcare product/ Createability Inc
Aug 2022 - July 2023, Remote, United States

- Led a collaborative team of 3 designers to conceptualize and develop a design solution from Oto 1 for users with traumatic brain injury, spanning discovery, concept ideation, full-fidelity prototypes, achieving 90%+ customer satisfaction
- Conducted an extensive 6 months 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 Design Intern ❙ B2C, Ed-tech product/ Discovery Education
June 2022 -Aug 2022, Remote, United States

- Independently developed end-to-end design solutions tailored for K6 science teachers, establishing a foundation for expanding service offerings to new users. This initiative is estimated to impact 60k new users
- Individually planned and conducted user research and market analysis to inform design decisions. The research insights were unveiled during the all-hands meeting, shaping the future business direction

Product Designer ❙ B2B, Digital ads product/ Momo Technology (NASDAQ:MOMO)
March 2019 - Aug 2021, Beijing, China

- Collaborated with cross-functional teams to develop Momo ads platform 1.0 from scratch. Resulting in a 400% increase in ads revenue within 1 month after launch
- Led comprehensive user research, including market research, competitive analysis and user interviews. The findings shaping the user experience and providing robust support for the project
- Established design process and evangelized design culture

Product Strategy and Operations Manager ❙ Meituan (Chinese Doordash, the largest Chinese 020 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%
- Worked with cross-functional team to define product roadmaps, prioritize feature development to align with business objectives
- Recruited and managed juniors, contributing to team expansion and development

Education

M.S. Human Computer Interaction (HCI)
Indiana University, 2023

M.S. in Design and Branding Strategy (DBS)
Brunel University, 2013

B.S. in Artistic Designing
Anhui Polytechnic University, 2012

Awards

iF Design Award Winner 2024

Indigo Design Awards 2024, Golden Winner

UX Design Awards 2023, Nominee

MUSE Design Awards 2024, Silver

New York Design Awards 2024, Silver

IDA Design Awards 2023, Bronze

Skills

Design

User Flows, Sketches, Experience Mapping, Wireframe, Prototypes, Visual Design, Information Architecture, Storyboarding, Accessibility Design, Interaction Design, Design System, End to End Design, Web Design, Product Design, User-centered Design,

Research

User Interviews, Usability Testings, Persona, Competitor Analysis, Heuristic Evaluation, A/B Testing, User Journey, Cognitive Walkthrough

Tools

Figma, Adobe XD, InDesign Adobe Photoshop, Sketch, Miro, Notion, Xmind, Axure, Slack, Trello, Asana, Jira