Hong Qiu

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Experience

Freelance Product Designer | Echo Reality LLC

Oct 2023 - Present, Remote, United States

- Led the design of a complex, cross-platform AI-driven advertising platform. The platform integrates smart bidding and advanced campaign management, projected to increase operational efficiency by 120% after launch
- Independently designed a dashboard and ad creation workflow, delivering a seamless cross-platform experience and reducing managerial workload by 27%
- Defined user flows and applied systems thinking to streamline workflows across user roles, incorporating continuous feedback to drive iterative UX improvements
- The project earned multiple international gold awards, recognized for its innovative, user-centered design and measurable impact on business outcomes

Product Designer | Createability Inc (Capstone)

Aug 2022 - Jul 2023, Remote, 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 Design Intern | Discovery Education

Jun 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
- Devised surveys and interviews with over 40 educators to gather qualitative feedback and inform design decisions; findings drove key enhancements in the product's functionality while establishing a solid foundation for future iterations

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 | Meituan

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 3 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

UX Design Awards Winner 2023

London Design Awards Golden Winner 2024

International Design Excellence Awards (IDEA) Awards 2024

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, Lovable, Bolt, v0