

# Tiantian Xu

734.834.0835  
tiantianxu.com  
xutiantian.tina@gmail.com

## EDUCATION

### University of Michigan

Ann Arbor, MI | Apr 2012

M.S. in Information  
Human-Computer Interaction

### Tsinghua University

Beijing, China | Aug 2010

B.E. in Automotive Engineering  
Major in Vehicle Design

## SIDE PROJECTS

### The 100-Day-Project

100 Days of Motion Design

Oct 2017 - Mar 2018

100 Days of Vector Illustration

Jan 2017 - May 2017

100 Days of Watercolor

Apr 2016 - Aug 2016

100 Days of Lettering

Nov 2015 - Mar 2016

100 Days of Doodle

Aug 2015 - Nov 2015

## EXPERIENCE

### UX Designer | Amazon Kindle

Seattle, WA | Dec 2016 - Present

Designing Kindle's core reading experience via enhanced typesetting and reading customization.

Led the design of bold control, font size and custom fonts, supporting the releases to international audiences, contributed significantly to the growth of Kindle reading engagement.

### Senior UX Designer | Duetto Research

San Francisco, CA | Feb 2016 - Dec 2016

Led the design of Duetto's revenue management platform to enable customers to build forecasts, customize reports and manage rates.

Created full range of design deliverables including user journeys, wireframes, visual mockups, interactive prototypes and style guide.

### UX Designer | Keas

San Francisco, CA | Sep 2014 - Nov 2015

Joined Keas as the 1st and only UX designer.

Led the design of Keas+ mobile app to enable Fortune 500 employees to complete health incentive plans, participate in fitness challenges and develop healthy habits.

The Keas+ mobile app was successfully launched on Apple Store and Google Play in Fall 2015.

### UX Architect | Lab49

New York, NY | Jun 2012 - Apr 2014

Designed multiple data-heavy financial web applications for top-tier investment banks.