

Tiantian Xu

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tiantianxu.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 3D Modeling

Oct 2018 - Present

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

Senior Product Designer | Uber

Seattle, WA | Aug 2018 - Present

Designing Uber's vehicle access experience.

UX Designer | Amazon Kindle

Seattle, WA | Dec 2016 - Aug 2018

Led the design of Kindle's core reading experience via enhanced typesetting and reading customization.

Shipped features include bold control, font size, custom fonts, and reading themes. Supported 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

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.