Siyuan Teng

An end-to-end product designer with 2+ yoe craving to turn complexities and ambiguities into efficient and delightful solutions, especially for **product scaling and optimization**.

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WORK EXPERIENCE

Structure.Tech | Product Designer | Jan 2023 - Present | Remote, US

• Leading the 0-1 design for a **conversational AI-driven paper-searching tool** as a sole designer, exploring 3+ iterations per week and scaling 3 product features with synthesized roadmap.
• Collaborating with SDEs and FEDs to optimize flows and build responsive UI for web and mobile.

WeChat | Product Design Intern | Sep 2021 - Dec 2021 | Beijing, CN

• Crafted a **video template editing tool** across Desktop, iPadOS & iOS by delivering whole-flow UI mockups, resulting in a 320% growth in creators and a 7x boost in engagement time.
• Designed the digital transformation for operation teams and marketing teams, achieving a 90% reduction in manual work and new hires' training costs for 100+ Tencenters.
• Documented and prioritized ~15 features into PRDs and Design specs for high-quality execution.

Microsoft | UX/UI Design Intern | June 2021 - Sep 2021 | Shanghai, CN

• Owned the design of a **doc matching tool in the ERP system** that streamlines Accounts Payable clerks' queries, reducing lostness by 80%, and average single query time by 3 min.
• Conducted data-driven decisions on 9 interaction pattern hypotheses by facilitating 2 co-design workshops with internal groups and moderating 6 A/B tests with end users.
• Aligned PM, SDEs, QA, and clients with an advanced prototype for 20+ use cases (4 edge cases) and scalable UI components, which were fully implemented and achieved 86% usage frequency.

ArchSticker | Product Designer | Oct 2020 - May 2021 | Remote, US & CN

• Drove the end-to-end design of a **SaaS GIS product** for urban planners' site analysis, optimizing 7 usability issues under tech constraints by hierarchy restructure and UI redesign.
• Distilled problems on repeat users' behaviors from quant and qual research: 150+ Hotjar records per week, while imbuing user-center design in the cross-functional team to align business with UX.
• Enhanced the task completion by 64%, retention by 27%, and downloads by 276%.

SPONSORED PROJECTS

Steelcase | Product Designer | Sep 2022 - Dec 2022 | Chicago, IL

• Led product strategies while adapting lean methods to promote team collaboration and agility.
• Innovated a **multimodal and multi-role teaming system**, featuring 3 ways of info visualization by user flow and interface design, saving 70% effort in tailoring a project team.
• Wireframed and facilitated 8 user testings, reaching 4.3/5 viability, 4.5/5 usability, and 4/5 learnability.

United Airlines | Product Designer | Aug 2022 - Nov 2022 | Chicago, IL

• Prototyped a sustainable digital twin system for predictive analytics, to visualize a **data-intensive tracking platform** for in-flight catering management with 4 touchpoints and 1 dashboard.
• Drove the information architecture and interaction design, delivered for further implementation.

EDUCATION

Illinois Inst. of Technology
MDes: HCI; UX design (STEM)
Aug 2020 - May 2023, 3.96

Dalian Univ. of Technology
B.A: Industrial Design
Sep 2016 - June 2020, 3.8

SKILLS

UX DESIGN

Rapid Prototyping,
Info Architecture, Flows,
Wireframes, UI mockups,
Ideation Workshop,
Data Visualization,
Information Design,
Responsive Design,
Visual & Motion Design,
Design Thinking,
User-Centered Design.

UX RESEARCH

Usability Test, A/B Test,
Heuristic Evaluation,
Data Analytics, Surveys,
Interview, Task Analysis,
Persona, Journey Map,
Behavioral Psychology,
Critique Facilitation.

TOOLS

Figma, Balsamiq,
Adobe Create Suite,
Hotjar, GA, UserTesting,
Rhino, Unity 3D,
Miro, Mural, Jira,
A11y: WCAG 2.1,
Html / CSS, Tableau.