Synthia Dai (DongNan)

synthiadai@gmail.com | +1 (332) 256-9771

Portfolio: https://www.dongnan.studio (Password: DesignDN)

LinkedIn: https://www.linkedin.com/in/dongnan233/

PROFESSIONAL SUMMARY

Experienced UX/UI and product designer with 6 years of hands-on design experience, specializing in the tech industry, including AIGC, technology, and e-commerce sectors. Skilled in interactive design and adept at utilizing project management skills to drive successful design strategies. Proven track record in enhancing SEO and CRM, developing user-centric designs, and delivering seamless interactive experiences.

EDUCATION

New York University | Master of Professional Studies
Interactive Telecommunications | Sep. 2020 - May. 2022
Rhode Island School of Design | Bachelor of Fine Arts
Industrial Design | Sep. 2015 - May. 2019

WORK EXPERIENCE

AskSia \ Founding Designer
Wilmington, Delaware | Jan. 2023 - Present

Led design, product management, and launched AskSia, an AI-powered educational tool, boosting learning for 5k+ users in 6 months.

Established AskSia's visual identity, user experience strategies, amplifying brand recognition, and enhancing user engagement. Implemented user-centered design principles for intuitive experiences. Championed a collaborative culture, leading cross-functional teams for efficient project milestones and innovation-driven initiatives.

HP Inc. \ Product Designer
Palo Alto, California | Apr. 2022 - Present

Led design initiatives to improve user flow and implement agile interface improvements for conference room smart devices, resulting in a significant 5.32% increase in user click-through rate during 2023 Q3.

Enhanced software applications for HP products with innovative visual and interactive updates, ensuring intuitive experiences for both commercial and consumer offerings.

Managed status meetings, reported project progress to senior management, and provided insights on achievements, risks, and mitigation plans for transparency and accountability.

Mobvoi \ Product Designer, Part Time
New York, New York | Jun. 2021 - Present

Delivered intuitive desktop and mobile user experiences with compelling interfaces for Dupdub, an AI voice generator, and Weta 365, a virtual avatar creation app, focusing on direct-to-consumer product strategies.

Initiated and maintained agile project Figma libraries for efficient design collaboration across teams.

Collaborated closely with developers and stakeholders to ensure design feasibility and alignment with project goals.

Conducted user testing and gathered feedback to iterate and improve product designs continuously.

Alibaba \ Product Designer
Hangzhou, China | Sep. 2019 - Aug. 2020

Worked within cross-functional teams to create high-fidelity interface prototypes and interactive designs for Alibaba internal B2B products. Utilized traffic by 0.78% by 2019.

Conducted iterative user experience research and produced wireframes and high-fidelity interfaces for various projects. Attracted user traffic at 0.87 million (clicks) by Aug 2020.

INTERNSHIP EXPERIENCE

Alibaba \ Project Manager Mar. 2021 - Jun. 2021
Collaborated with brand strategists and project managers in a startup environment to invent a D2C project under the guidance of the GDT Lead.

Alibaba \ UX Designer Jun. 2018 - Aug. 2018
Worked under supervisors in a cross-team environment and created high-fidelity UI prototypes and visual mockups for B2B projects.

EXPERTISE

Skills Product Design | User-Centered Design | Direct-to-Consumer Products | Design Thinking | Agile Methodologies
Prototyping Tools Figma, Sketch, Adobe, Wireframe.cc, Blender, Lens Studio, Spark AR, Unreal Engine, Cinema 4D, Houdini, etc
Programming HTML, Swift, Javascript, CSS, etc
Project Management Jira, Microsoft Azure, Microsoft Project, Microsoft Teams, Microsoft Suite, etc.

LANGUAGE

Fluent in English and Mandarin (Chinese)