

# Xingtai (Tai) Huang

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Product Designer

## EDUCATION

**University of California, Berkeley | Master of Design**

Human-Computer Interaction (HCI) Focus, Graduate Certificate in Applied Data Science

**01/2021 - 12/2022 | Berkeley, CA**

**Tongji University | Bachelor of Architecture**

Environmental Psychology Focus

**09/2015 - 06/2020 | Shanghai, China**

## SKILLS

**Product Design:** Figma, Sketch, Zeplin, Webflow, HTML/CSS/JavaScript, Unity, After Effects, Photoshop, Illustrator

**User Research:** Usability Testing, A/B Testing, Focus Group, Survey Design, Card Sorting, Contextual Interview

**Data Analysis:** Python (Numpy, Pandas, Seaborn, Matplotlib, Scikit-Learn), SQL, Tableau, Experiment Design

## WORK EXPERIENCE

**Product Design Intern, Growth | KAYAK**

**06/2022 - Now | Boston, MA (Hybrid)**

- Designed the MVP of Trips Wishlist, a travel exploration feature to increase the conversion rate of over 10 million daily active users by organizing information architecture, prototyping and moderating user testing sessions.
- Optimized the experience of saving flight results with A/B testing outcomes and user activation metrics by redesigning the user flow and producing high-fidelity prototypes, increasing the task success rate by 33%.
- Supported the maintenance of the KAYAK design system by defining and integrating design patterns of local components into the main branch considering different user behavioral states and product requirements.

**Product Design Consultant | Slack**

**09/2021 - 12/2021 | San Francisco, CA**

- Led the research and design of a college Slack app by guiding a team of 6 to conduct user interviews, survey and user testing, delivering high-fidelity prototypes with improved usability, resulting in high client satisfaction.
- Synthesized insights and devised a strategic plan for Slack product team to improve student engagement strategies by collaborating closely with Slack UX team to analyze quantitative and qualitative user research data.

**Product Management Intern | Realme**

**11/2020 - 01/2021 | Shenzhen, China**

- Planned and managed the product development life cycle of Realme UI 2.0, the operation system of Realme mobile phones, facilitating 10+ system feature updates serving over 50 million global users.
- Coordinated design, engineering and marketing team to launch the Binge-Mode feature for Realme lock screen advertisement by interpreting A/B testing results and user feedback, increasing the user adoption rate by 8%.

**Design Research Intern | Disney Research**

**06/2017 - 09/2017 | Shanghai, China**

- Implemented human experience metrics for a spatial optimization algorithm with pseudocodes and Python, producing planning optimization guidelines for Disney Parks, expected to reduce management costs by 18%.
- Trained and validated metrics and Disney Park traffic data with Scikit-learn, creating data visualization diagrams and animations to explain the mechanism and research insights to a non-technical audience using After Effects, Matplotlib and Tableau.

## PROJECT EXPERIENCE

**Product Designer | UCSF**

**02/2022 | San Francisco, CA**

- 1st prize in iHackHealth 2022 Appathon with DermScan, a teledermatology mobile app leveraging 3D scanning to record and track skin irritation.

**Product Designer | Sayfty.org**

**09/2021 - 11/2021 | New York, NY (Remote)**

- Guided a team of 4 to optimize the SOS and Find Help experience of My Ambar, an app empowering Indian women to combat sexual violence.