Xintong Chen

Product Designer @ Affirm empowering people to pay with flexibility and confidence

Product Designer / **Affirm** / 2021 - present

Led design initiatives and influenced roadmap planning for Customer Servicing, which increased customer retention and saved operation costs significantly

- Defined vision and delivered proof of concept for Agent Portal 2.0 to support international expansion and targeted to save annual costs by $2M
- Improved Returns experience and presented bluesky strategy to product leadership, which is expected to increase repeat customers by 15% and save servicing costs by 7.6%

Shipping iterative improvements to drive product trustability and readiness for Debit+ public launch

- Launched new Home tab by aligning information architecture with customer mental models, which enabled customers to gain higher confidence in their decisions to make big purchases
- Designed and laid the foundation for Rewards to boost everyday purchases

UX Designer / **Lifion by ADP** / 2019 - 2021 New York

Led design and research of multiple initiatives for Talent Management from zero to one

- Launched Goals and Performance across mobile and web, which empowered managers to build high-performing teams
- Established mobile design processes and led Mobile Guild to ensure mobile design quality while being the first few designers to deliver Lifion mobile experiences end-to-end

Simplified many complex HR workflows, which empowered HR practitioners to get work done with more confidence and less frustrations. For example, New Hire Setup shortened work cycle from days to hours

Product Designer / **Spring** / 2018 New York

Streamlined high-intent search experience, which enabled customers to search using natural language with less friction

Improved Rewards experience resulting in a 17% increase in repeat purchases from new customers

Product Designer / **Grovo** / 2017 - 2018 New York

Helped to scale Grovo's micro-learning system by launching trial experience, multi-language support and design system

UX Designer / **Corcoran** / 2016 - 2017 New York

Designed tools for real estate agents to optimize closing process

Web Designer / **Teachers College** / 2015 - 2016 New York

Revamped mobile experience of Teachers College website

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Focuses

Building enterprise tools that empower people to complete complex tasks

Crafting mobile consumer experiences that bring meaningful changes into people's lives

Education

2016 New York
Columbia University
MA in Instructional Technology and Media

2014 Beijing
Beijing Normal University
BS in Educational Technology

Skills

Divergent thinking
Systematic thinking
Design strategy
Journey mapping
Design workshop
XFN communication
Storytelling
Wireframing
Prototyping
Interaction design
Usability testing
User interviews
Mobile design