

Talia(Qingyi) Ren

Product / UX designer

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EXPERIENCE

UX Designer / Salesforce (Corporate Sponsored)

Aug 2024 - Dec 2024 | Bloomington, Indiana

- Co-led the design of an AI-powered feature that generates simple diagrams of automation workflows, streamlining admin-to-client collaboration and improving communication efficiency.
- Conducted **9 in-depth user interviews** to uncover collaboration challenges while building automation workflows, synthesizing insights into actionable user stories to pinpoint key design opportunities.
- Iterated the design based on **3 contextual inquiries**, gathering user feedback to drive improvements.
- Developed a **proof of concept** to validate the feasibility of AI simplifying automation workflows into simplified diagrams.

Product Designer / 0011 Business Solution Ltd.

Nov 2024 - Present | Bloomington, Indiana

- Spearheaded the **end-to-end** design of a **B2B2C** talent matching platform, connecting North American companies with international talent.
- Collaborated closely with stakeholders in an **agile environment** to ensure design delivery aligns with business objectives.
- Adopted user interview, secondary research, and competitive analysis to identify pain points and inform design decisions.

UX Design Intern / DiDi

Apr 2023 - Jul 2023 | Beijing, China

- Redesigned the information architecture and user flow of the customized service feature to enhance clarity and usability, leading to a **33% increase in user engagement** and an **18% increase in NPS**.
- Initiated and created a physical welcome card for the first-order service, enhancing new users' experience and reinforcing brand identity.
- Collaborated with **cross-functional teams** to design visual assets for the first-order marketing campaign.

Neighborhood Mutual Help App

Jul 2022 - Nov 2022 | Beijing, China

- Performed mixed-method user research, including interviews, observations, and surveys, to analyze neighborhood relationships and community interactions.
- Designed wireframes and high-fidelity prototypes for the app and incorporated a **gamified incentive system** to raise user participation.

EDUCATION

Indiana University Bloomington

M.S. Human Computer Interaction

Aug 2024 - May 2026 (Expected)

Communication University of China

B.E. Digital Media Technology

Sep 2020 - Jun 2024

SKILLS

UX Design

- User Centered Design
- Wireframing
- Prototyping
- Storyboarding
- User Flows
- Information Architecture
- VR/AR

UX Research

- User Interview
- Affinity Mapping
- Competitive Analysis
- Digital Ethnography
- User Journey Mapping
- Usability Testing

Programming

- Python
- C++
- HTML/CSS

TOOLS

- Figma
- Adobe Creative Suite (Photoshop, Illustrator, Indesign, XD)
- Sketch, Axure
- Miro, Lucidchart
- Tableau
- Unity

