BINGXIN WENG

Senior Product Designer

EXPERIENCE

Senior UX Designer, HP (via Kforce) | May 2023 - Current, *Hybrid*

- Redesigned the post-setup cloud onboarding, establishing the foundational strategy and value proposition for a simplified flow projected to lift adoption from **3%** to **97%**.
- Led the strategy for the HP Control Hub welcome experience to bridge the gap between admin setup and end-user access, aligning product teams on a phased roadmap to ensure delivery of cloud and AI features.
- Defined the strategy for the invited user onboarding experience, creating a comprehensive journey map and multi-phase roadmap that aligned 5+ teams and delivered immediate design fixes to unblock the AI rollout.
- Delivered comprehensive printer setup documentation for LaserJet SFP and MFP printers, maintaining the master Figma and Miro flows to ensure implementation accuracy.

Product Designer, American Addiction Centers | Oct 2021 - Mar 2023, *Remote*

- Designed and optimized the corporate website, driving a **64%** increase in conversion rates and a **25%** rise in lead generation.
- Conducted and analyzed **16+** user research studies, such as usability tests, moderated interviews, and tree tests to gain insights into user behavior and areas for improvement.
- Leveraged a data-driven approach to evaluate product performance by creating **30+** dashboards, **290+** reports, and maintaining **300+** event definitions.
- Produced multiple design variations for over **50+** A/B tests and multivariate tests.

UX Designer, Deckard Technologies | Feb 2019 - Oct 2021, *San Diego CA*

- Designed a web platform enabling users to gain insights through data visualization and manipulation to identify patterns and anomalies in the real estate market.
- Led the entire design process from ideation to high-fidelity mockups, resulting in the successful acquisition of **16+** contracts with city and county governments.
- Streamlined the short-term rental registration and tax reporting process by creating a responsive application that facilitated the company in securing **6+** contracts.

EDUCATION

Cornell University | May 2018, *Ithaca NY*

Master's Degree, Information Science (Human-Computer Interaction focus)

PORTFOLIO

bing-weng.com

SKILLS

User Journey
Information Architecture
Competitive Analysis
Wireframing
Rapid Prototyping
Usability Testing
Heuristic Evaluation
A/B Testing
Multivariate Testing
Data Visualization

TOOLS

Design

Figma | Sketch | Miro
Invision | Principle
Blender | Fusion 360
Adobe Creative Suite

Research and Analytics

UserZoom
Heap | PowerBI
ABTasty | Evolv

Web Development

HTML | CSS
JavaScript
D3.js