

Xiaomin Gao

UI/UX Designer

www.xiaomingao.com | xiaomingao9@gmail.com | [LinkedIn](#)

Professional Summary

Innovative UI/UX Designer with 4 years of experience in B2B and B2C environments, specializing in SaaS and mobile applications. Proven ability to enhance user engagement and increase operational efficiency by 30% through data-driven design and cross-cultural insights.

Core Competencies

- User-Centered Design
- Usability Testing
- Agile Methodologies
- User Research
- Wireframing & Prototyping
- Visual Design
- Interaction Design
- Information Architecture

Professional Experience

UI/UX Designer

Ideamake Technology Co. | 08/2021 - 04/2023

- Led the *Marketing Cloud App* design, boosting *real estate transaction efficiency* and user engagement by *30%*.
- Conducted *30+ user interviews* and *usability tests*, shaping a *user-centered design* approach.
- Developed *user personas*, *journey maps*, and a *mobile framework*, optimizing sales workflows.
- Created *high-fidelity prototypes* in Figma and established a *design library* for consistency and collaboration.
- Enhanced user experience with *dynamic micro-motion effects* using Adobe After Effects.

UI/UX Designer

Hundsun Ayers | 06/2021 - 08/2021

- Designed an *ESOP platform*, improving *compliance* and *equity management*.
- Conducted *market research* and *competitive analysis*, increasing user satisfaction by *25%*.
- Developed *sitemaps* and *user flows*, enhancing navigation efficiency by *15%*.

User Experience Designer

China Mobile Internet | 07/2019 - 06/2021

- **Integrated Messaging Platform:** Modernized messaging systems by integrating *SMS*, *5G*, and *big data* analytics.
- Conducted *12 user interviews* and a survey, achieving an *80% response rate* for design insights.
- **Fetion App Redesign:** Redesigned *Fetion*, improving usability and operational efficiency by *25%*.
- Conducted *user scenario* and *competitive analyses*, enhancing *visual design* and *iconography*.

Education

B.A. in Industrial Design

China University of Petroleum (East China) | 2014 - 2019

Coursework: User Interface Design, HCI, Design Thinking

Google UX Design Certificate

Coursera | 2022

Technical Skills

Figma, Adobe XD, Sketch, Axure, HTML/CSS Basics