# Yuqiao (Diana) Ding

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## Professional Summary

UX & Product Designer focused on AI-driven and e-commerce digital products in fast-growing environments. Experienced in end-to-end UX and user interface design, with strong communication skills and a detail-oriented approach to building clear, user-centered digital products in close collaboration with cross-functional teams.

## Education

**University of Washington**                                        September 2024 - March 2026
*Master's, Computer Science*                                                 *GPA: 3.83*
- Interdisciplinary program integrating Human–Computer Interaction, Artificial Intelligence, and Product Strategy.
- Coursework: User Research, Interaction Design, and Connected Product Systems.

**The New School**                                                      August 2020 - May 2024
*Bachelor's, Graphic Design*                                                 *GPA: 3.96*

## Professional Experience

**T-Mobile**                                                           New York, NY, USA
*Product Designer (Co-op)*                                              *March 2025 - Present*
- Led end-to-end UX design and delivery of a React + TypeScript clinician dashboard integrating IoT motion sensors and ML-based posture tracking for a 5G tele-rehabilitation platform, receiving 95% positive feedback from test clinicians for its clarity, usability, and data visualization accuracy.
- Designed responsive UI interfaces and interactive prototypes in Figma (Auto Layout, Variants, Design Tokens) following WCAG 2.1 and ADA accessibility standards to ensure inclusive design for elderly users.
- Conducted usability testing (n = 12) and analyzed user feedback through A/B testing and heuristic evaluation on onboarding and feedback workflows, improving task success rate for first-time users and reducing interaction friction.
- Designed data-visualization components using mathematical metrics from IoT analytics to enhance clinician decision-making and reduce motion-tracking error rate during remote sessions.
- Established a unified design system and comprehensive documentation in GitHub / Jira, aligning cross-functional collaboration among engineers, product managers, and clinical advisors under HIPAA compliance for secure data handling and audit logging.

**Holomix Inc. (Thumbnail AI)**                                        New York, NY, USA
*Founding Product Designer*                                          *June 2025 - September 2025*
- Co-designed and led end-to-end UX and product design for Thumbnail AI, an AI-driven creation platform enabling users to generate branded visuals in seconds — scaling from 800 to 44K monthly active users (MAUs) within 4 weeks and ranking top 5 globally in "AI thumbnail" search results.
- Translated LLM and diffusion model outputs into intuitive creative workflows, bridging AI model logic, prompt engineering, and user behavior analytics to enhance generation interpretability and output quality.
- Built reusable Figma component libraries, prompt templates, and style presets, improving design efficiency by 40% and ensuring consistent UI/UX across generative modes.
- Leveraged user feedback through A/B testing, usability studies, and data analytics to refine content preview and style selection flowsincreasing creator retention by 10% and freemium-to-paid conversion by 9%.
- Defined AI UX principles emphasizing transparency, accessibility, and ethical AI design, collaborating cross-functionally with PMs, ML engineers, and marketing partners to align product roadmap, brand experience, and AI safety standards.
- weeks

**Mountex Technology Limited**                                                  Remote
*Product Designer*                                                  *May 2024 - September 2025*
- Designed end-to-end product experiences across enterprise, AI-driven, and client-facing systems, contributing to projects ranging from $100K–$200K in scope with cross-functional teams of 8+ designers, engineers, and stakeholders.
- Postpartum Recovery App (doctor & patient apps for a maternity center): Designed clinician dashboard and patient mobile UI for postpartum monitoring (plans, progress, notes, alerts); applied user-centered design principles through user research and usability testing with clinicians and new mothers; shipped accessible flows (large touch targets, WCAG-aligned contrast) and created reusable component library for faster iteration.
- Lan Kwai Fong (Landing Page Redesign): Reworked information architecture and visual design; implemented a lead-generation/franchise inquiry funnel (CTA, form, confirmation, CRM handoff); delivered responsive mockups and prototypes improving clarity of dining and events discovery.
- Lifewise (Water-purifier Mobile App): Designed mobile UI for product registration, warranty, filter status, device pairing (QR/NFC), and service booking; established design tokens and UI patterns for consistent cross-platform delivery; prepared developer-ready specs and assets for implementation.

**RPGGO Inc.**                                                         San Mateo, CA, USA
*Product Designer*                                                   *June 2024 - August 2024*
- Led UX and visual design for RPGGO, an AI-powered game creation platform enabling players to generate interactive story worlds; product scaled to 6x monthly users during my tenure.
- Designed high-fidelity mockups, UI layouts, and interactive prototypes in Figma, combining visual design, typography, and motion principles to create an intuitive game-building interface.
- Conducted user research and usability testing to analyze creator workflows and friction points, improving story creation completion rate and onboarding clarity.
- Designed and launched a new feature allowing players to mix open-source prompt templates with in-game data, simplifying AI storytelling creation for non-technical users and improving overall prompt usability and AI output relevance.
- Developed modular Figma components and a scalable design system to ensure UI consistency, accessibility (WCAG 2.1), and faster iteration across the RPGGO web ecosystem.

## Skills

- **Skills:** Figma, Adobe Creative Suite, Storytelling, Figma (Auto Layout, Variants, Design Tokens), Framer, ProtoPie, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects), Interaction Design, Design Systems, Information Architecture, Journey Mapping, Visual Design, Motion Design, Accessibility (WCAG 2.1), Inclusive Design, Branding/Brand Strategy, Typography, Design Patterns
- **Research & Analysis:** Service Journey Mapping, A/B Testing, Rapid Iteration, Usability Testing/Engineering, Data-Driven Iteration, Behavioral Analysis, Storyboarding, Affinity Mapping, Competitive Benchmarking, Mixed Methods Research (Qualitative & Quantitative)
- **Technical & Prototyping:** Prototyping, Python, HTML/CSS, JavaScript, Adobe After Effects, TypeScript, React.js, CLI Tools, Git/GitHub (Version Control), Arduino/P5.js, Rapid Prototyping, Design-to-Development Handoff, API Integration
- **Project Management & Collaboration:** Miro, Asana, JIRA, Salesforce, Notion, Cross-Functional Communication, Stakeholder Alignment, Agile/Scrum Workflow, Documentation & Spec Writing
- **Soft Skills:** Communication, Cross-Functional Collaboration, Growth Mindset, Attention to Detail, Verbal & Written Communication, Mentorship & Design Critiques, Team Leadership