Zoey Xiong

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PROFESSIONAL SUMMARY

End-to-end consumer product designer spanning design and technology. Delivered 70+ features across live products, from problem definition through user flows, wireframes, prototypes and specs to engineering handoff. Independently built AI products from 0 to 1. Uses competitive research and product data to guide design decisions, working closely with product owners, engineering, art and data team to launch product.

WORK EXPERIENCE

Junior Product Designer **May 2025 - Current**

Ripplesoft Limited (Title: Junior Game Systems Designer) *London, UK*

- Designed and specified 70+ features across 5 live products, translating product requirements into detailed specifications and resolving implementation issues with developers to support accurate delivery.
- Conducted competitive research and product teardowns, compiling findings on user flows and feature mechanics into reports shared with the team. Analysed user survey results to understand users' needs and preferences and inform future design decisions.
- Designed a limited-time monetisation campaign, applying insights from successful product systems to develop a reward structure and conversion path that encouraged free users to make their first purchase and incentivised continued spending across different user segments.
- Supported feature configuration and tested user journeys before release, submitting bug tickets with reproduction steps; monitored user communities and reviews, validated reported issues through testing, and conducted a two-week journey review to inform future iterations.
- Collaborated with the art team to communicate feature requirements through detailed specifications, reviewing submitted assets and organising feedback from across the team into 110+ structured documentation entries to provide clear and actionable revision guidance.
- Designed a reusable campaign framework that enabled new content and assets to be swapped in quickly for future updates, minimising art and engineering effort while ensuring stable and efficient launches.
- Designed and built a reusable voice-production workflow for the team using Python and GPT-SoVITS, reducing manual work by automating generation, naming and saving; processed 457 voice lines in ~7 minutes.

Frontend Engineering Intern **Jun 2024 - Sep 2024**

2Toucans (boutique digital agency) *London, UK*

- Audited client website tables using browser developer tools and predefined checklists, documenting display issues.
- Conducted cross-device testing of client websites to assess responsive behaviour across different screen sizes and device types, and examined bug-resolution workflows involving CSS media queries and device-specific display issues.

PROJECT EXPERIENCE

Dusk - AI Daily Wrap-Up Tool **Groq API / React / Next.js / TypeScript**

- Defined and designed an AI daily wrap-up tool that turns simple work notes into structured records and generates tailored reports for different reporting needs, from daily stand-ups to manager 1:1s.
- Conducted user research to understand reporting needs and existing work-recording habits, and used eight months of structured work records comprising 242 entries to provide the AI with context for mapping new work inputs to relevant projects and categories.
- Designed a two-stage AI workflow, using separate API calls to transform free-text input into structured work records and generate tailored reports according to task-specific reporting requirements, with prompt logic and output constraints defined to ensure reliable processing and consistent outputs.
- Conducted user testing to validate design decisions against user interpretation, analysing user choices and usage issues to identify gaps between design intent and user understanding and define priorities for subsequent iterations.
- Reduced daily reporting time from ~30 minutes to 7 minutes through personal use.

SketchMuse - AI Sketch-to-Art Tool **Stable Diffusion / JavaScript / HTML / CSS**

- Defined the core functions of the product and designed the user experience from problem definition through user flows, wireframes, interactive prototypes and final UI.
- Experimented with the Stable Diffusion model to understand how prompts, image inputs and technical parameters affected generation results, translating complex parameters into user-friendly controls that helped users understand how each setting affected the output.
- Fine-tuned the Stable Diffusion model according to the product objectives and integrated the model into the product to support sketch-to-art generation from user-uploaded sketches.
- Built the front end using JavaScript, HTML and CSS, implementing interfaces and integrating the front end with the AI generation workflow.
- Conducted user testing to evaluate the product experience and iterated on the interface based on identified usability issues.

EDUCATION

University of the Arts London **MSc Creative Computing** **Oct 2023 - Feb 2025 | London, UK**

- Grade: Distinction
- Modules: Interaction Design, Front-End Development, Machine Learning, Physical Computing, Game Development

Wuhan College **BA Environmental Design** **Sep 2019 - Jun 2023 | Wuhan, CHN**

- Grade: 91.66 (1st in class, 2nd in year)
- Recipient of China National Scholarship (awarded to approximately 0.2% of students nationally)

ADDITIONAL INFORMATION

- **Product Design**: User Flows, Wireframing, Prototyping, User Testing, Design Systems, Competitor Analysis, Cross-team Communication
- **Development**: React, Next.js, TypeScript, JavaScript, HTML/CSS, Python
- **AI**: LLM API Integration, Prompt & Output Design, AI Workflow Design, Stable Diffusion (Fine-tuning)
- **Tools**: Figma, Adobe Photoshop & Illustrator, Unity, ClickUp, Miro