

Fang Xu

Senior Product Designer with 5+ years shaping enterprise SaaS platforms and award-winning consumer apps, blending design, coding (HTML/CSS/JS, Python), and AI workflows (Cursor, Copilot, GenAI).

Phone: 5106319592 | Email: fang_xu@berkeley.edu | Portfolio: fang-xu-design.webflow.io Password: fangworks

SELECTED EXPERIENCE

Senior Product Designer - J.D. Power

Sep. 2022 – Sep. 2025 | Los Angeles, CA

AI-Driven UX | Scalable Data Platforms | Multi-Million ARR Impact | Enterprise SaaS

- Led UX for **PIN+**, **IQS**, **CSI**, and **Vantage**, four pillars of the world's largest automotive data ecosystem, powering \$22.9M revenue in 2024 (2× YoY) and projected \$34.6M+ in 2025.
- Scaled **PIN+** from a regional tool (<\$1M, 2022) into a global OEM analytics core (~\$10M, 2024).
- Built 10+ reusable data visualization modules, cutting analysts' turnaround from weeks to hours for OEMs such as **Toyota** and **Hyundai**.
- Integrated AI-assisted query engine (**ThoughtSpot**), reducing analysis cost/time by ~40%.
- Applied hands-on front-end and AI-assisted coding (HTML/CSS/JS, Cursor, Copilot) to accelerate iteration and reduce engineering reliance.
- Scaled and maintained a **cross-product design system**, reducing dev/design debt and enabling faster product expansion.

Founding Product Designer – Sharge

Aug. 2021 - Apr. 2022 | Seattle, WA

Consumer Mobile APP | Sustainable Energy | Award-Winning Design

- Designed and launched **Sharge**, a mobile-first EV charging platform that activated **4M+ stations**, increased usage by **60%**, and promoted **sustainable energy** through improved accessibility.
- Led design end-to-end, from research and blueprinting to prototyping and high-fidelity delivery.
- Achieved **87% user satisfaction**, increased host adoption (6/10 onboarded), and reduced booking time from **9.4 → 2.7 minutes**.
- Delivered **award-winning design** recognized by Red Dot, iF, A' Design, and so on.

Designer - Design Workshop

Nov. 2020 - Aug. 2022 | Denver, CO

- Solved complex challenges in cross-disciplinary teams using **human-centered thinking**, **3D modeling**, and interdisciplinary collaboration.

EDUCATION

Georgia Institute of Technology

Master of science in computer science (machine learning), 2025–2026

University of California, Berkeley

Master of landscape architecture + new media (HCI) certificate, 2018–2020

Southwest Jiaotong University, China

Bachelor of landscape architecture, national scholarship (top 0.2%), 2013–2018

SKILLS & ABILITIES

Design: Product Strategy, AI/ML UX, Interaction, Data

Visualization, Design Systems

Tech: HTML, CSS, JS, SQL, Python (ML), Cursor, Copilot, V0

Methods: Research, Usability, A/B Testing, Agile, Cross-Functional Collaboration

AWARDS

25' Red Dot Design Award: Design Concept | 25' iF Design Award | 25' A' Design Award | 25' UX Design Awards | 24' NY Design Awards | 24' MUSE Design Awards