

# Sylvia Ding - Product designer

*“Creative problem solver, design for me is a mix of pixel precision, delightful narrative, and user focus.”*

## Experience

### 8fit - Product designer

2016 - Present, Berlin, Germany

- Re-designing workout & meal plan
- Designing for growth: pricing, onboarding, etc
- Building internal design system

### LinkedIn - Associate user experience designer

2015 - 2016, San Francisco, CA

- End-to-end design for LinkedIn job search desktop & mobile web products

### Propelland - Product design intern

2014 summer, San Francisco, CA

- End-to-end design for mobile application “Pio smart recorder”, launched in 2015
- Designed the self-diagnose feature in the “Kaiser Permanente” health application.
- Concepts development of “Mapfre”, car insurance service design

### University of Illinois at Urbana Champaign - Data visualization designer

2014 - 2015, Champaign, IL

- Designed a clinic web tool that features a time-based data visualization for early autism screening in the child development
- Conducted usability testing with behavioral scientists and data analysts

### Lenovo - UX/UI design contractor

2011-2012, Beijing, China

- Designed the default android system for “Lephone”, with a focus on the home screen, contact list and dial pad
- Developed visual language of the Lephone game shop application
- Design iterations through usability testing

## Education

### Master of Fine Arts

University of Illinois at Urbana Champaign  
2012 - 2015

### Bachelor of Engineering

Tianjin University  
2008 - 2012

## Skills

User research  
Usability testing  
Storytelling  
Persona  
Information Architecture  
Wireframes  
Prototyping  
Visual Design  
Data Visualization

Sketch  
Invision  
Principle  
After effect  
Photoshop  
Illustrator  
HTML + CSS

## Contact

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