SIXIN TANG

Seattle, Washington

EXPERIENCE

UX Designer
Apr, 2020–Present

MICROSOFT

_Lead the app upgrade, from Your Phone to [Phone Link](). Update and maintain UI library. Set up design guideline for product team.
_Create features for Phone Link engagement and retention for it's 4+ millions monthly active users with peers in PM and engineering.

Lead Designer
Jun, 2016–Apr, 2020

STELA

_Lead the app redesign project, design B2C in-app experience, create a new payment mode, shape the whole app in Android & iOS
_Create new UI system and new brand identity. Successfully increasing app ratings form *3.6 to 4.2w*
_Lead mBook project, create illustration, visual assets and typogra phy for over *30* books
_Create marketing assets including landing page web design, motion designs for over *100* titles

UI Design Assistant (intern)
Jun, 2013–Jan, 2014

KABAM GAMES

_Design buff icons and treasure chest for a card battle game–
[Heroes of Camelot]()

EDUCATION

ACADEMY OF ART UNIVERSITY
Aug, 2014–May, 2017

Graphic Design & Digital Media,
Master of Arts

BEIJING FORESTRY UNIVERSITY
Sep, 2010–Jun, 2014

Digital Media,
Bachelor Degree

AWARDS

Google Android Application
Development Chinese University
Challenge, Third Prize

2012

PORTFOLIO

www.dianetang.com

CONTACT

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SKILLS

UI/UX
Branding
Motion Graphics
Prototype
Wireframe
Visual Identity

TOOL

Sketch/XD/Figma
Photoshop
After effect
Cinema 4D
Adobe Illustrator
Adobe Indesign