Charleen
(Xialin) Xie

Los Angeles, CA
(Open to Relocate)

Portfolio
⬇
www.charleen.design

Contact
charleen.design@gmail.com
267-455-7912

Education

Rhode Island School of Design

Industrial Design
Bachelor of Fine Arts(Hons)

University of Pennsylvania

Learning Science and Technologies
(Data Mining Concentration)
M.S.in Education(STEM)

Skills/Tools

- Cross-platform design
- Design System
- Data Visualization
- Android Development
- Big Data Mining

Sketch	HTML/CSS
Figma	JavaScript
Invision	Java
Miro	Python
Blender	Data Mining
Photoshop	After Effects
Illustrator	

Design Experiences

With **4+ years** of cross-platform product design experience, I am a **design generalist** with specialization in **translating data into actionable design strategy**.

Product Designer/Android Developer, PaceTodo App
March 2022 - Now
Philadelphia, PA (Part-Time)

PaceTodo is a **7-day task management app** that predicts potential delays based on **a personalized predictive model**.

- Initiated, designed, coded, tested PaceTodo, and launched open testing on Google Play
- Conducted **user research** and **data analyses** with team members
- **Define the design goals** and make plans for MVP design and development
- Work with **big data mining** specialists to **map user journey** and **prototype the data collection user flow**
- Designed **low-fi** and **high-fi prototypes** with Figma
- Coded the MVP with **Android Studio using Java,** and **collected user feedback** with MVP

Product Designer, Penn Courses, Penn Labs
Feb 2022 - Now
Philadelphia, PA (Part-Time)

Penn Courses manages all Penn Labs' services that **help 13K+ active users**(Jan 2023) **with course registration and planning**.

- Designed **the first social feature** for students to share course schedules on Penn Course Plan
- **Currently designing a degree planning tool for 100+ majors** (expected to ship in May 2023)

Design Lead, XiaohouCode, TAL Education Group
Jan 2019 - May 2021
Beijing, China (Full-Time)

Based on an Israel **game-based coding education platform**(CodeMonkey), XiaohouCode offers **online/hybrid courses** teaching Scratch, Python, and C++, in total with around **100k+ paid users**.

- Joined the team as the only designer in 2019, and was promoted to Design Lead in Jan 2020
- **Led a team of 7 designers** in UI/UX, illustration, animation, and graphic design
- Designed **Online Classroom Platform, Coding IDE for students of different ages,** and **internal tools**
- Redesigned the **VI system** for XiaohouCode based on CodeMonkey for **brand enhancement**

Co-founder, CHILDY Furniture(E-commerce)
Jan 2017 - June 2018
Beijing, China (Full-Time)

CHILDY was a furniture brand providing safe and playful **furniture products for children**. I **designed and managed the E-commerce site** on Chinese biggest E-commerce platfrom, Taobao.

Design Consultant, Charleen Design
Jul 2016 - Jan 2019
Prodvidence, RI (Full-Time)

I developed **branding visuals, websites, prints, and illustrations** for musicians, fashion brands, NGOs, and publications. Clients include: Serve for China, Show City Times, MusicBus, ZY Studio, etc.

Research Experiences

Besides design skills, I also hone my skills in **data analysis** and **big data mining**.

Research Assistant, Penn Center for Learning Analytics
Nov 2022 - Now
Philadelphia, PA (Part-Time)

Directed by Ryan Baker, The Penn Center for Learning Analytics uses a blend of large-scale and small-scale research methods to study learning and engagement.

- **Extract information** from large scale data **with Python** and **prepare data for predictive modeling**
- **Design survey** and **conduct data analyses with Python**