Charleen (Xialin) Xie

Los Angeles, CA
(Open to Relocate)

Portfolio

www.charleen.design

Contact

xialinx@upenn.edu
267-455-7912

Education

University of Pennsylvania

Learning Science and Technologies
M.S.in Education(STEM)
2021 - 2023

Rhode Island School of Design

Industrial Design
Bachelor of Fine Arts(Hons)
2012 - 2016

Skills/Tools

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

Full-Time (2016~2021) : Found my Passion in Design + EdTech

Design Lead, XiaohouCode, TAL Education Group
Beijing, China | Jan 2020- May 2021   `Education`

UI/UX Designer, XiaohouCode, TAL Education Group
Beijing, China | Jan 2019 - Jan 2020

XiaohouCode **repositioned, rebranded, and redesigned** an acquired Israel **coding education platform** (CodeMonkey) to scale the business from 0 in China. I joined the team as the **sole designer in 2019** and **started to lead a team of 7 designers in Jan 2020** as XiaohouCode reached **100K+ paid students with 90% retention rate**. I was in charge of **design strategy, UI/UX, illustration, animation production, and branding**.

Design Consultant, Charleen Design
Providence, RI/ Beijing, China | July 2016 - Jan 2019 | 2.5 years   `Consultancy`

I **developed branding strategies and created visuals** for artists, fashion brands, NGOs, etc. Clients include: Serve for China, TikTok, Show City Times, etc.

Part-Time (2021~2023) : Getting M.S. in Education @Upenn

Product Designer, Penn GSE Wonder Lab
Philadelphia, PA | Feb 2023 - Now   `Education / Productivity`

Wonder Lab is an interdisciplinary learning science research group. I **lead the product design** for Wonder:bit, a **collaborative knowledge-building infrastructure**.

Product Designer, Penn Courses, Penn Labs
Philadelphia, PA | Feb 2022 - Now   `Education / Productivity`

Penn Courses **help 13K+ active Penn students with course registration and planning**. I lead the design of Penn Degree Planning. I also **lead a team of 3 designers** to conduct **user research** and **optimize user experience** of Penn Course Review and Penn Course Plan.

Product Lead + Android Developer, PaceTodo App
Philadelphia, PA | Feb 2022 - Jan 2023   `Productivity`

PaceTodo is a **7-day task management app** that predicts delays based on a personalized predictive model. I **initiated, designed, coded, tested PaceTodo, and launched on Google Play**.

Digital Marketing Assistant, Penn Carey Law
Philadelphia, PA | Sep 2022 - Jan 2023   `Education / Marketing`

Research Assistant, Penn Center for Learning Analytics
Philadelphia, PA | Sep 2022 - Now   `Quantitative Research`

Graduate Assistant, Penn Rising Scholar Academy
Philadelphia, PA | Feb 2022 - August 2022   `Education / Marketing`

Business Analyst, Atypical Ventures
Beijing, China | July 2021 - Oct 2021   `Venture Capital`