

Siwei He

Product Design • User Experience • Business-driven

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Statement

Having worked in product management roles and demonstrated a track record of delivering 0-1 products and business objectives in the real world, I hope to take my career one step closer to my true passion as a user-centered and business-driven product designer, combining a prior background in humanities and coursework in the M.S. HCI program.

Work Experience

Product Designer • Roadie (Industry Sponsor)

Jan. 2023 – Present, On-campus

- Design an e-commerce platform **from 0 to 1** to support local vendors in finding new ways to sell and ship their products via the existing Roadie delivery service.
- Lead user research to understand user behavior and pain points by designing surveys, conducting interviews, and analyzing qualitative data.

Product Management Intern • EZswap

Oct. 2022 – Dec. 2022, Remote

- Developed design timelines and goals, and identified target user groups by conducting UX-based competitive analysis for EZswap, a newly launched online NFT marketplace.

Product Management Intern • Baidu

Mar. 2021 – Jul. 2021, China

- Developed user flow maps, wireframes, and PRDs (product requirements documents) for **3 engagement and retention programs**, boosting **50K+ DAU** for YY Live, the most popular entertainment live streaming app with 3M+ users in mainland China.
- Orchestrated A/B testing and oversaw periodic adjustments to the programs to **enhance user retention rate by 15%** based on post-launch statistics.
- Devised **23 new features** of YY Education, an edu-focused live streaming service with 100K+ DAU, to improve the streaming experience for instructors and students, ultimately enabling code refactoring to reduce man-hours.
- Monitored key project timelines and facilitated cross-functional collaboration between software/QA engineers, UI/UX designers, data analysts, and legal.

Product Management Intern • Wings on All

Dec. 2020 – Mar. 2021, China

- Optimized post-click experience by redesigning landing pages and streamlining the download roadmap for WuZhiHong, a mental wellness app. Boosted **CTR (click-through rate) by 27%** and **app download rate by 18%**.

Education

Georgia Institute of Technology

M.S. Human-Computer Interaction
Expected May 2024 4.0

Bryn Mawr College

B.A. History of Art
Obtained May 2022 3.8

Skills

Design

Physical & Digital Prototyping
Data & Information Visualization
Service & Brand Design
Architecture Modeling

Research

Data Analysis & Storytelling
Mind & Affinity Mapping
Competitive Analysis
Contextual Inquiries
A/B Testing
Usability Testing
Literature Review
Field Studies

Tools

Design

Figma
Axure RP
Adobe (XD, PS, AI, ID, AE, PR)
SketchUp
V-Ray

Computation

JAVA
Processing
Arduino

Productivity Suite

MS Office
Tableau