DIANDIAN DING

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SUMMARY

UX designer with 8+ years of experience in world leading IT companies. Creative and self-motivated, I am proficient at solving complex problems and innovating products with user-centered design visions and strategies. Have the HCI and design degrees in top schools in China and the US.

EDUCATION

University of Washington
2015-2016
Seattle, WA, USA

Master of Human Computer Interaction and Design
A cross-disciplinary program combining design and human behavior with engineering techniques. GPA 3.73

Rhode Island School of Design (RISD)
2012-2014
Providence, RI, USA

Master of Design
Interior Architecture GPA 3.73
Department Ranking No.1 in the US (2012).
Focused on spatial navigation, programmatic construction & interaction.

Tsinghua University
2008-2012
Beijing, China

Bachelor of Design
Environmental Design GPA 3.9 (1/21 Department) Both university and department ranks No.1 in China.

WORK EXPERIENCE

Facebook
2019-Present
Menlo Park, CA, USA

Senior Product Designer, Lead
Overseeing the monetization integrity, brand safety, eligibility and legitimacy, recommendation integrity areas in Facebook App to protect users, creators, publishers and advertisers from harm and bad experiences by building legitimacy and providing tools & services across Facebook platform.

Adobe
2016-2019
San Jose, CA, USA

User Experience Designer, Lead
Leading the UX & UI design for Adobe Advertising Cloud TV, Creative, Cross-Channel Insights and integration with machine learning technologies (Adobe Sensei) for Adobe enterprise products.

Intel Labs
2015 Spring
Beijing, China

UX & UI Design Consultant
Designed the user interface for a demo in Intel Developer Forum 2015, aka IDF 2015.

Internet BasedEngineering Co., Ltd
2014-2015
Beijing, China

Chief UX & UI Designer
Full-stack designer. According to the product demand, designed the wireframe, UX of mobile applications, managed the usability testing and iterated the GUI for the mobile applications and website products.

Philips Healthcare
2014 Spring
Andover, MA, USA.

Ambient Experience Design Intern
Supporting Design Research & Analysis, Conceptual & Experience design of a Perioperative OR and a Diagnostics department for a High Acuity Trauma Hospital.

OTHER EXPERIENCE

Stanford University
2018 Spring

Design Coach for Stanford d. school
Invited by Stanford d.school to coach design students in the design course.

Intel Labs
2015 Spring

Guest Speaker
Invited by Intel Labs China to give a talk about UI&UX design.

RISD
2012-2013

Teaching & Curator Assistant
Teaching Assistant of Advance Drawing & Computing Tectonics class (Graduate level).Gallery curator assistant of Rhode Island School of Design.

RISD

2012 RISD Scholarship for International Graduate Student;
2013 RISD Scholarship for Graduate Student.

Tsinghua University

2012 Outstanding Graduate;
2011 First Scholarship; 2010 First Scholarship;
2011 Creative Experiment Program for National University Students;
2010 Selected to join 4th Innovative Personnel Cultivation Program;
2010 Outstanding Student Leader;
2009 Outstanding Student in 2008-2009 term; Academic scholarships.

SKILLS

Design Strategy, User Experience Design, Interaction Design, Product Design, User-Centered Design, Information Architecture, User Research, Environmental Design, Design Communication, Project Management, Product Management, Team Building.