



Wei Xu

Product designer with 5 years of experience building digital products end to end, from e-commerce websites to internal B2B systems.

weixdesign.com

weixu8@asu.edu

[LinkedIn](#)

The Hague, Netherlands

Experience

Feb 2024 - Present

UX Designer @ [Upfront](#) - One of the fastest growing FMCG startups in Europe

Joined as the first UX designer and built the website design practice from the ground up, covering brand visual language, information architecture, and the design-to-development workflow with a remote engineering team.

- Lead a team of five designers across brand, packaging, and digital. Established the shared visual language, design principles, and review process used across all surfaces.
- Led a major redesign of the e-commerce site informed by heatmap analysis and customer feedback. Contributed to a 2% lift in conversion rate. The new website design was later picked up organically by influencers on X, reaching 10M+ impressions.
- Designed the internal Warehouse Management System from scratch. Spent time in the warehouse with logistics staff to map real workflows before defining the interface.
- Set up the collaboration process with the remote development team. Owned task management, design QA, and release testing, making the design-to-dev handoff predictable for the first time.
- Currently building the company's design system with AI-assisted tooling, unifying components across web, email, and internal systems.

Apr 2021 - Mar 2023

Product Designer @ [Hesai](#) - Global leader in LiDAR sensor solutions

Acted as both designer and product manager during the company's hypergrowth, delivering four 0-to-1 internal products end to end and establishing the foundation for design consistency across the organization.

- Owned the redesign of the Visitor Management System, replacing a paper-based workflow with a digital one used by 500+ employees and 4,000+ annual visitors.
- Built the company's first centralized design system and component library. Standardized UI patterns across multiple internal SaaS tools and reduced engineering implementation time on new features.
- Worked directly with engineers in an Agile environment from discovery to release, running usability testing and user interviews before development to validate flows and reduce rework.

Oct 2020 - Mar 2021

Design Research Intern @ [Loe Design](#) - One of the largest industrial design firms in Shanghai

Conducted desk research and user interviews for Midea Group, analyzing competitor products across major e-commerce platforms. Translated findings into product structure recommendations.

Education

M.S. in Design

Arizona State University

Aug 2018 - May 2020

B.E. in Industrial Design

Dalian University of Technology

Sep 2013 - Jun 2017

Skills & Tools

Design

UX Research

Information Architecture

Interaction Design

Prototyping

Design Systems

Visual & Brand Design

Tools

Figma

Protopie

Adobe Illustrator

Jira

HTML/CSS

Notion

Miro

Data & Methods

Heatmaps

A/B Testing

Google Analytics 4 (GA4)

Agile/Scrum

Language

Chinese (Native)

English (Professional)

Dutch (A2)