

Xiaodong Wang

Product Designer | UX/UI | Design Engineering

Shenzhen | Phone: 18676582103

Email: xiaodong@xdstudiolab.com

Portfolio: <https://xddesign.top>

Digital Practice: <https://xdstudio.top>

Profile

Product Designer / UX/UI Designer with a background in spatial planning and design, data-driven research, and complex project delivery. I specialize in professional tools, data products, and responsive digital experiences, translating complex information and professional workflows into clear, usable products. I work end to end—from requirements analysis, information architecture, user flows, and interaction design to high-fidelity prototyping, design systems, and implementation. I have delivered 20+ responsive websites and digital experiences and independently designed and developed Aura Canvas, SONX, UPSN, and an investment and operations modeling tool for urban cultural tourism projects.

Core Competencies

Product and UX	Product Design UX/UI Design Requirements Analysis Problem Definition User Research Information Architecture User Flows Interaction Design Wireframing Prototyping Responsive Design Design Systems Service Flows
Visual and Interaction	Typography Color Spacing Visual Hierarchy Responsive Layout Component Design Microinteractions Motion Prototyping
Prototyping and Design Tools	Figma Framer Rive Excalidraw Balsamiq Aura Builder
Design Engineering	HTML5 CSS3 JavaScript Tailwind CSS SwiftUI Squarespace GitHub Cloudflare Pages Vercel Supabase
Data and Computational Research	Python OpenStreetMap Data OSMnx NetworkX GIS Spatial Analysis Data Visualization Quantitative Research
AI-Assisted Workflows	ChatGPT Claude / DeepSeek Cursor Lovable, used for research analysis, requirements mapping, concept exploration, prototyping, front-end implementation, testing, and iteration

Professional Practice

Independent UX/UI and Digital Product Design Projects Product Design | UX/UI | Design Engineering | 2025 - Present

Independently completed requirements analysis, information architecture, user flows, low-fidelity prototypes, high-fidelity interfaces, interaction design, front-end implementation, responsive testing, and deployment for professional tools, web products, service processes, and data products.

Standard Process: Business Objectives → User and Business Research → Information Architecture → Content Hierarchy → User Flows → Visual Direction → Responsive Interfaces → Interaction Design → Implementation → Testing → Deployment

Web Product and Digital Experience Design

Completed over 20 responsive websites and digital experience projects across various sectors, including professional services, consulting, health and yoga, photography, pet services, creative studios, and personal branding; continuously researched typography, grids, spacing, navigation, cards, call-to-action buttons, forms, pricing, calendars, and responsive breakpoints, developing reusable page structures, components, and visual languages.

Booking and Customer Service Experience

Designed an end-to-end digital booking workflow for a small pet services business: Check Availability → Booking Details → Cost Estimate → Additional Services → Update Total Price → Confirm → Submit Booking. Broke down long forms into a progressive decision-making process and designed a client portal featuring a dashboard, service updates, pet profiles, directions, logs, messages, caregivers, and service history.

Independent Digital Products and Software Copyright Registrations

Aura Canvas Web Design and Code Editing System V1.0: Independently designed and developed | Software copyright Registered

Designed a browser-based visual web design and code editing tool to bridge the gap between AI-generated HTML and the ongoing maintenance of live websites. Established a complete product workflow: HTML import → structural parsing → section management → grid/style configuration → data connection → multi-device preview → HTML/configuration export. Using DOMParser, pages are broken down into editable structures, supporting content sorting, grid and style configuration, data source connections, and multi-device previews. Technologies include JavaScript, HTML5, CSS3, IndexedDB, and localStorage.

Skills Demonstrated: Product Definition | Editor UX | Information Architecture | Interaction Design | Design System | Front-End Implementation

SONX Urban Street Network Resilience Analysis and Visualization Platform V2.0: Independent Design and Development | Software Copyright Registered

Designed for urban planners, researchers, and educators, this platform integrates road network data collection, topological and centrality analysis, resilience assessment, multi-region comparisons, comprehensive analysis, and result visualization into a professional digital product workflow. Technologies used include Python, Flask, OSMnx, and NetworkX, with a data flow established between the browser-based front end, API, analysis modules, project management, and result output.

Key Capabilities: Data Products | Professional Tool | UX | Data Visualization | Computational Design | Information Architecture

UPSN Field Research App for Planners V1.0.0 Independently designed and developed | Software Copyright Registration Pending

To address the issue of scattered field data in urban planning, urban renewal, and professional consulting, a unified information structure was established around the following elements: Project → Survey Records → Location → Attachments → Trajectories → Statistics. This integrates text, photos, handwritten notes, locations, routes, and attachments into a single mobile workflow. A functional version was built using SwiftUI + MVVM + Router, and a layered structure comprising Models, ViewModels, Views, Services, and Components was implemented.

Skills Demonstrated: Domain Research | Mobile UX | Workflow Design | Information Architecture | Native UI | SwiftUI

Economic Modeling Software for Investment and Operations in Urban Cultural and Tourism

Development Projects | Independently Designed and Developed | Software Copyright Registration Pending

Designed for the planning phase of urban cultural tourism, urban renewal, and comprehensive development projects, this software integrates design area, regional costs, construction costs, sales prices, operational parameters, and socioeconomic indicators into a unified analysis process. Supports CSV, XLSX, and XLS import and field mapping; automatically calculates total project investment, sales revenue, operating cash flow, simple payback period, and ROI; and performs iterative simulations of

sales prices, utilization rates, construction costs, and non-revenue-generating areas to facilitate economic feasibility comparisons and decision support.

Product Workflow: Project Setup → Design Data Import → Area Ledger → Regional Parameters → Investment Return Estimation → Socioeconomic Benefits → Feasibility Assessment → Parameter Iteration → Report Output

Key Capabilities: Decision Support | Data Products | Scenario Modeling | Business Logic | Information Architecture

Research on Data-Driven Design and Computation

Shenzhen Zhongying Urban Design Research Institute Co., Ltd. Director of Planning / Senior Planning Designer | September 2014 - Present

Responsible for urban and rural planning, urban design, historical and cultural preservation, urban renewal, and regional cultural tourism projects, overseeing the entire process from field research, problem identification, spatial layout, scheme design, and client presentations to interdisciplinary collaboration and project delivery. Since 2021, I have utilized Python, OpenStreetMap data, OSMnx, NetworkX, and GIS to study urban street networks and spatial forms, applying network structure, centrality, entropy, and data visualization to scheme analysis and design decisions.

- Order and Entropy Metrics for Multi-Scale Urban Street Networks: Investigating the structural and organizational patterns of street networks at different scales, using quantitative indicators to aid in understanding urban morphological characteristics.
- Analysis of urban street networks based on OpenStreetMap data: Transforming traditional spatial observations into a computable, comparable, and visualizable analytical process, and laying the research foundation for the future of SONX.

UX Professional Certification

Google UX Design Professional Certificate Google / Coursera | October 2025

Systematically completed courses on UX fundamentals, user empathy and problem definition, solution ideation, wireframes and low-fidelity prototypes, user research and early concept testing, Figma high-fidelity design and prototyping, dynamic web interfaces, and end-to-end UX design processes. Developed a multi-tiered prototyping methodology ranging from rapid exploration using Excalidraw and Balsamiq to high-fidelity interface, interaction, and animation prototyping with Figma, Framer, and Rive.

Previous Experience in Physical Space Design and Project Management

Shenzhen Zhongying Urban Design Research Institute Co., Ltd. — Director of Planning / Senior Planning Designer
| 2014 - present

Responsible for preliminary research, field surveys, spatial layout, scheme organization, design reviews, client presentations, interdisciplinary coordination, and team management for large-scale planning and design projects. Representative projects include the Master Plan for the “China’ s Most Beautiful Scenic Highway” 317/318 Sichuan-Tibet World Tourism Destination (Sichuan Section), the Study on the Comprehensive Enhancement of Ecological and Cultural Tourism in Luohu District, Shenzhen, the Conservation Plan for the Historic and Cultural Town of Shannan Changzhu, and the Urban Design for Shenzhen Gankeng Hakka Town. The 317/318 project spans parts of Ganzi, Aba, Ya’ an, and Chengdu, encompassing detailed designs for key nodes and approximately 200 priority promotional projects.

Taiwah Woodwork International Holdings Limited, Hong Kong | Design Director, 2007 - 2014

Responsible for corporate product R&D, design, production coordination, engineering project liaison, and brand promotion; participated in the entire product lifecycle—from product concept, design development, manufacturing, and installation to post-sales feedback—developing a systematic understanding of the relationships among design requirements, materials and processes, production constraints, business objectives, and implementation quality.

Hong Kong Zhongying Urban and Environmental Design Center, Deputy General Manager / Senior Urban Planner
| 2005 - 2007

Responsible for end-to-end management of planning and urban design projects, including conceptual planning, team building, design quality control, contract management, and market development.

Shanghai Jacques Urban Planning and Design Co., Ltd. Planning Designer | 2003 - 2005

Responsible for the entire project process—from site surveys, coordination meetings, draft proposals, and interim deliverables to final handover—and participated in project bidding and design team management.

Department of Construction, Xinjiang Uygur Autonomous Region: Urban Planning Management / Planning and Design | 1997 - 2003

Participated in regional urban system planning, review of master plans, preservation of historic and cultural cities, and management of construction project site selection and planning implementation, gaining experience in public projects, multi-stakeholder coordination, and professional project management.

Education

Tongji University | School of Economics and Management, Master of Public Administration (MPA) | 2003 - 2005
Public Policy, Strategic Planning, Organizational Management, Project Management, and Urban Public Affairs Management

Xinjiang University | School of Resources and Environment, Master of Physical Geography | 1998 - 2000
Physical Geography, Regional Environment, Ecosystems, and Spatial Analysis

Northwest Institute of Architecture and Engineering | Department of Architecture, Bachelor of Urban Planning | 1993 - 1997
Urban Planning, Urban Design, Architecture and Spatial Layout

Professional Qualifications and Language Skills

Professional Qualifications	Class 1 Registered Architect Registered Urban and Rural Planner Senior Engineer
Language Skills	Chinese: Native English: CET-6; able to read complex English design, product, and technical documentation, and communicate in writing for work-related purposes