

Lauren Xiong

Lead Product Designer · Toronto, Canada · Canadian permanent resident
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SUMMARY

Lead Product Designer with 7 years of experience building B2C consumer products across mobile and web, focused on engagement, growth, and AI-powered experiences. Most recently at rednote (Xiaohongshu), a 400M+ MAU platform, I shaped overseas growth priorities and led design across 25 product areas while staying hands-on from product strategy through interaction details.

EXPERIENCE

rednote (Xiaohongshu)

Shanghai, China

Lead Product Designer

Apr 2022 - Aug 2026

- Led design for overseas user growth across 10+ projects, co-shaping the roadmap with two product teams, presenting design direction to senior leadership, and coordinating cross-functional delivery. Over more than a year, overseas DAU grew 53%.
- Owned growth strategy across sharing, return visits, and onboarding, guided by quantitative and qualitative insights. Sharing increased DAU returning from off-platform channels by 1.17%; onboarding lifted new-device login rate by 15.45% and seven-day retention by 4.8%.
- Evolved the comments experience over 1.5 years to deepen engagement through images, stickers, and voice. Built a reusable input framework adopted across DMs and group chats. Viewer-to-commenter rate grew 29%; comments per DAU grew 36%.
- Owned end-to-end design for a zero-to-one landscape video experience, shaping its information architecture and interaction design across playback, creator discovery, and social engagement. Average watch time per user increased 66% in landscape mode and 17% across full-screen video overall.
- Developed design system, accessibility, and typography standards across content and e-commerce experiences to improve consistency at scale. Mentored designers through design critiques and coaching on design thinking and craft best practices.
- Designed AI-powered consumer experiences across voice comments, image translation, and dubbing, partnering with Product, ML, and Engineering to shape user interactions and define model-output standards. For image translation, text-style recognition accuracy increased from 29.6% to 61.8%.
- Integrated Codex, Figma Make, and Cursor into workflows for design exploration, rapid prototyping, and design-to-code. Used an internal AI tool to build a working subtitle-dragging prototype, helping Product and Engineering evaluate edge cases and feasibility before implementation.

Realtor.com

San Jose, CA to Vancouver, BC

Senior Product Designer

Aug 2019 - Mar 2022

- Redesigned the home listing detail experience across web and mobile apps, increasing the contact-agent CTA conversion rate by 56% in A/B testing.
- Enhanced homepage personalization, with an 18.4% increase in registration and login rate and a 1.8% increase in seven-day retention.
- Conducted 1:1 interviews and focus groups to understand user needs in U.S. home buying, translating findings into a buyer user model and experience map to guide user-centered design across platforms.

SKILLS

UX/UI design · Interaction design · Visual design · Information architecture · Mobile app design (iOS, Android, React Native) · Web & responsive design · User flows · Journey mapping · Wireframing · High-fidelity prototyping · User research · Usability testing · A/B testing · Experimentation · Systems thinking · Design systems · Accessibility · Motion design · Micro-interactions · Front-end collaboration · Cross-functional collaboration · Design critique & mentorship · Figma · ProtoPie

EDUCATION

University of Southern California — M.S. Communication Management

2017-2019

Sun Yat-sen University — B.A. Business English

2013-2017