

# Kaycee Xiao

## PRODUCT DESIGNER

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### Instawork, Sr. Product Designer

Mar 2022 - present | San Francisco, CA

- Lead end-to-end (Android/iOS) design projects across Instawork's consumer-facing mobile app.
- Scaled Coaches program, which drove 100% of skilled position approvals and reduced new Pro urgent defect rate by 50%.
- Led design revamp of the On-Call program, improving new user reliability & education and reducing contact rate.
- Worked with a small team to redefine design system guidelines and components, with a focus on delight & animation.

### Twin Health, Lead Product Designer

May 2020 - Feb 2022 | Mountain View, CA

- Led mobile (Android/iOS) and web design projects across consumer and clinical products, working closely with product, design, engineering, content, stakeholders, and executives.
- Designed our consumer mobile onboarding experience which tripled new member acquisition and reduced time to confirm eligibility by 41%.
- Led the design for a new metabolic health score initiative that drove member engagement in health progress up by 72%.

### UnitedHealth Group / Optum, Product Designer

Jun 2016 - Mar 2019 | San Francisco, CA

- I worked on Fusion, an accelerator within UHG that works with teams across the enterprise to accelerate health experiences to market quickly.
- Conducted and synthesized ethnographic research, ran 2-day workshops, and delivered sketches, wireframes, and high fidelity prototypes for both mobile and web experiences.
- Notable projects include WellHop for Mom & Baby, Sidekick, and OptumServe.

## SKILLS

### Design

UX / UI / Interaction  
Hi-fi designs  
Spec creation  
Prototyping  
Wireframing  
Mobile & web design  
Graphic design  
Animation (WIP)  
HTML / CSS (WIP)

### Research

User research  
Persona creation  
Journey mapping  
Competitive analysis  
User testing

## TOOLS

Figma  
Sketch  
Adobe XD  
Adobe Creative Suite  
Invision  
Loom

## EDUCATION

### Coursera

2020

- UC San Diego Interaction Design Specialization
- CalArts UI/UX Design Specialization

### Northeastern University

2011 - 2016

B.S. in Biology, Minors in Business Administration & Psychology