

Duo Xu

Product Designer, AI Products & End-to-End UX

Portfolio

duoxudesign.com

Contact

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(210) 232 0480

Education

Parsons School of Design

MFA Design and Technology (HCI)

Academic Excellence Recipient

3.9 GPA | Class of 2023

University of Texas at Austin

BFA Design

Presidential Scholars Recipient

3.8 GPA | Class of 2019

Skills

Core

Design Systems, Token Architecture, Interaction Design, Enterprise UX, AI Product Design, Wireframing, Prototyping, Heuristic Evaluation, Usability Testing, User Research, WCAG 2.2

Tools

Figma, Claude AI for Design, Illustrator, AfterEffects, Photoshop, Adobe XD, InDesign, Cinema 4D, TouchDesigner, Blender, Github, Microsoft Office, Jira, Unity, Adobe Experience Manager

Code

HTML5, CSS3, p5js, python

Experience

Product Designer, Nexxen

New York, NY | 04/2025 - Current | Adtech / DSP Platform

- Modularized a legacy design system into a scalable 3-tier Figma token library with 200+ components, consolidating 40+ hardcoded values and enabling rapid dark mode and white-label retheming across platforms.
- Identified a workflow gap through user interviews and drove product strategy for an AI-powered chat interface enabling natural-language bulk edits, campaign forecasting, and QA workflows, resulting in strong post-launch user adoption.
- Led an end-to-end UI rebuild to support new product capabilities, partnering closely with engineering to maintain token-to-code parity through Figma Variables exports and annotated developer handoffs.
- Established a quality review framework for AI-generated UI copy that includes bias check, accuracy reviews, and prompt iteration, which became the team standard before any AI-assisted content was released to users.

UI/UX Designer, NYC Department of Education (nuArch)

New York, NY | 11/2024 - 04/2025 | Government / Enterprise

- Led end-to-end UX design for ATLAS, the DOE's statewide replacement for SESIS, a compliance-critical platform managing IEPs for 250,000+ students across 1,800 NYC schools.
- Developed project-wide design kits ensuring visual consistency, WCAG 2.1 accessibility compliance, and scalable standards across a multi-designer, multi-module team.
- Reduced stakeholder feedback tracking time by 40% through structured UX documentation and a living change-log system adopted across the team.

Founding UI/UX Designer, HHAeXchange

New York, NY | 05/2023 - 08/2024 | Healthcare / SaaS

- Owned 0-to-1 product design for a healthcare management platform on web and mobile, from user research through high-fidelity delivery and developer handoff.
- Collaborated daily with AI engineers, founders, and developers to align design with technical constraints; conducted UX audits that shaped the product's redesign roadmap.

UI/UX & Product Designer, Hypergiant Industries

Austin, TX | 06/2019 - 09/2020 | AI / Defense Tech

- Designed the UI for Project Orion, an AR situational-awareness helmet that received the 2019 SBIR grant; created user flows, prototypes, wireframes, and intuitive interfaces.
- Led brand identity and full web design for Hypergiant.TV. Created motion graphics that increased user click rate by 20%.
- Designed and prototyped VR application interfaces in collaboration with AI and R&D teams, including performance-driven onboarding experiences.