Kaycee Xiao

LEAD PRODUCT DESIGNER

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Kallaborative Design, Co-Founder & Lead Product Designer

Jan 2023 – present | San Diego, CA

- Freelance product design and strategy for clients at various stages of the product lifecycle, with a focus on UI, UX, and Interaction design.

Instawork, Senior Product Designer

Mar 2022 – Jan 2023 | San Francisco, CA

- Led end-to-end design projects across Instawork's consumer-facing mobile app.
- Scaled Coaches program, which increased skilled approvals by 1322.86%, increased Coach scheduling hours by more than 297%, and significantly increased Coach call throughput.
- 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

Jun 2020 – Feb 2022 | Mountain View, CA

- Led mobile and web design projects across consumer and clinical products, working closely with product, design, engineering, content, stakeholders, and leadership.
- 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 | Boston, MA

- 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.

SKILLS

Design

UX / UI / Interaction
Mobile & web design
Hi-fi designs
Specification creation
Rapid prototyping
Wireframing
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