

# Senior product designer

10+ years product design experience

Global alignment,full stack,multi-dimensional,multi field,multi-end,designer with product thinking, members-first perspective, business mind, visual capability.



Qi Wen

## Work experience



### Senior Product Designer

LinkedIn

Jun 2015 – Present • 7 yrs 4 mos

Work as Senior product Designer, design projects from end to end: from user research and data driven to prototyping and design guideline. The deliverables include product concepts, workflow, wireframe, visual design, prototype and design guidelines. And lead design interns.

Participated in the creation of new apps from 0 to 1 twice, from explorations to final design to online, and setting up design guideline. In the international design team, I work effectively with global designers to consistency with global design, consider multi-language usage scenarios, deliver design global solutions. Independently responsible for the design of several important pillar (QP, Content, Growth, Career tab) at the same time, with the high degree of coordination ability, and the data results\* are positive.

My responsibilities include:

- Deliver end to end solutions from ground up.
- Collaborate with cross function partners teams to define design concepts and solutions
- Global collaboration to deliver global alignment design and share experience.
- User-center and data driven design.
- Participate in setting up design guideline.

Past projects:

- LinkedIn China redesign from 0 to 1
- LinkedIn Career Tab redesign
- LinkedIn Identity
- LinkedIn Content
- LinkedIn Growth
- LinkedIn China App Chitu from 0 to 1

(2017/04 – Present) Senior Product Designer

(2015/06 – 2017/04) User Experience Designer



### Senior Designer

Baidu Search UX

Jul 2013 – Jun 2015 • 1 yr 11 mos

Responsible for the design of Baidu Nuomi and movie e-commerce platform(TOC & TOB) Redesign the Baidu Noumi desktop,Baidu Nuomi group purchase App(iOS and Android), Baidu Nuomi movie desktop. Design the group purchase and payment process of Baidu Nuomi.Set up Baidu Nuomi character image“Nuomi Tuanzi”from 0 to 1,set design guideline and animations of this character image“Nuomi Tuanzi” for various scenarios.Participated in setting up Baidu Nuomi guideline and icons. Redesign App logo.

To the B end, redesign Baidu Nuomi desktop.



## Designer

Renren(Xiao Nei)

Jun 2012 – Jun 2013·1 yr

Responsible for the UI design and promotion design of Renren.

## Education



## School of Design of Jiangnan University

Bachelor, Visual communication design

Sep.2008–Jun 2012·4 yrs

Study in new media digital product design, information design and motion graphics, font design, brand design, book design, plane composition, three-dimensional design, etc. The graduation defense design work, an interactive e-book designed for preschool children, designed product functions, interaction and vision, with both market and user value, and won the first place in the entire visual communication department



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注释:  
Data result\*:  
1.QP:The date of Weekly achieve quality profile has risen from 15K to 30K in a year,the date of Weekly achieve quality profile has risen by 100%  
2.Growth:China achieved overall 24% y/y Session growth for Q4 reaching 106% of target in a year;  
3.PK:members\_in\_active\_community+3.03%;All voted from feed +190.97%, mobile votes from feed+723.59%; All votes from feed uniques+173.24%; Mobile votes from feed uniques+706.89%.)