

GIA XIE

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Bellevue, WA

EDUCATION

University of Washington/ Seattle, WA
MS in Technology Innovation

2024.09-2026.03

Communication University of China/ Beijing, China
BA in Digital Media

2017.09-2021.06

WORK EXPERIENCE



TIKTOK / Beijing, China / Full-time
Monetization Product Design Team

2020.12-2024.5

UX Designer of DOU+ Ads Platform on DOUYIN (Key Designer / POC)

As the key designer (design POC), provided design support for three product directions. Developed storyboards, mockups, and prototypes, and set an experience assurance system.

Collaborated with different teams on important projects such as Implemented Purchase Process Optimization Project which increased order conversion rate.

Set the design system of the platform for mobile based on Douyin (TikTok in China) design components. Gave internal talks and workshops on design experience and insights which enhanced the design influence of the team within the department.

UX Designer of Ocean Engine Ads platform

Developed a consistent design framework for the User Help guideline as part of the larger Design System Project. Use Figma to meticulously document all states, annotations, and examples, thereby creating a rich and comprehensive guideline.

Responsible for the design of advertising platform tools for the Ads Platform. Led design initiatives and implementation of key solutions for new business scenarios, including AI tool applications, diagnostic tools, and automated advertising tool management. Conducted self-driven design exploration projects to drive innovation and improve platform usability.

UX Designer of Star Map and Influencer Marketing

Conducted user research, including interviews and surveys, to gather insights and inform design decisions. Create wireframes, prototypes, and high-fidelity designs.



Entertainment Oxygen / LA, CA
Product Designer

2025.7-now

PROJECT EXPERIENCE



MICROSOFT / Bellevue, WA / Student Researcher
AI Fridge Magnet Development

2025.9-now

LANGUAGES

English, Mandarin