Hello! I'm Xinni

UX Lead of YouTube Gaming · http://xinni.co · hello@xinni.co

EXPERIENCE

YouTube · Senior UX Designer
2020 - PRESENT

UX Lead of YouTube Gaming, a major vertical with 50B+ yearly watch hours. Initiated foundational research of gaming user journeys and drove its incorporation into team roadmap and metrics; Designed scalable systems and UX processes for gaming publishers and 200M daily viewers; Owned YouTube-wide Verticals UX initiative

YouTube · UX Designer
2017 - 2019

Go-to for web features on YouTube Community; Launched YouTube Messages and subscriptions recommendations to *XX*m users

Google · UX Design Intern
2016

Bridging the world - partnered with designers, engineers and Product Managers to build an improved Translate experience for *X*b users

NUS School of Computing · Frontend Development TA
2016

Taught 50+ students responsive web development; Nominated best teaching award.

Govtech · UX Design Intern
2015

Designed and developed a business grant portal app using Sketch and React.js

PACIS · UX Designer and Developer
2014

End-to-end branding, web design, mobile design and development for the 19th Pacific Asia Conference on Information Systems

EDUCATION

National University of Singapore · Bachelor of Computing
2012 - 2016

Honors with Distinctions. Relevant certifications: Software Engineering (A), Interaction Design (A+), User Experience Design (A+), Human Computer Interaction (A+)

COMMUNITY

Speaking

Career talk @ IXDA

UX/Eng collaboration @ Design Buddies

8x Google-wide talks and design workshops

Mentorship

Mentoring 2x weekly on ADPlist

SKILLS

Design

Web and Mobile, Visioning, Strategy, Prototyping, Design Systems, Figma

Research

Surveys, Interviews, Competitive Audits, Qualitative Analysis

Code

HTML, CSS, JavaScript, C++, Java, JQuery, Angular, React, Ionic, Grunt, Gulp, SQL, Firebase

Art

Artist and business owner at mushimoo.com