Emma Xie

eexie.github.io
emma.wf.xie@gmail.com

EXPERIENCE

Associate Product Manager / IXL Learning
06/2020 - Present / San Mateo, US
- Product lead for the account setup experience, focusing on easy data onboarding and solving technical problems for non-technical users.
- Leading the UX design process, iteratively generating concepts, wireframes, and visual designs in collaboration with UI designers.
- Led a cross-functional team to deliver a new onboarding experience for the school admin, resulting in +35% increase in first-week user engagement (compared to June 2020)

Product Management Intern / Cognite AS
02/2019 - 08/2019 / Oslo, NO
- Product lead for the Cognite Console (the data platform's UI), focused on making industrial data accessible and meaningful to humans.
- Led the end-to-end design process for 3 key releases, evolving Console from an MVP into the company's flagship product.
- Interviewed 3-5 users on a weekly basis in collaboration with designers to identify key user groups, prioritize user stories, and validate designs.
- Drove the product vision, roadmap, and adoption metrics, presented company-wide on a monthly basis (200+ audience).

Software Engineering Intern / UW Autonomous Vehicles Lab
01/2018 - 04/2018 / Waterloo, CA
- Optimized the mapping and route-recognition algorithms of route-planning program in ROS and C++, reducing the end-to-end setup time from 10 days down to 3 hours (demoed at CES 2018)

Rapid Prototype Development Intern / Canon Innovation Lab
09/2016 - 12/2016 / Waterloo, CA
- Designed 5 web/mobile and hardware prototypes end-to-end based on customer research
- Launched a web app (React and Python) enabling creators to edit videos by sentences, and beta-tested with 4 video bloggers

Innovation Specialist Intern / Scotiabank Digital Factory
01/2016 - 04/2016 / Toronto, CA

Design & Marketing Intern / Wirkn
01/2015 - 08/2015 / Toronto, CA

SKILLS

Product vision
User persona & archetypes
Wireframes & mockups
Customer journey mapping
Rapid prototyping
HTML / CSS / JavaScript
SQL

TOOLS

Figma
Sketch
Adobe Creative Suite
Jira
Google Analytics
Mixpanel

EDUCATION

University of Waterloo
Honours B.ASc,
Mechatronics Engineering
2015-2020

Cognitive Ergonomics,
Interface Design, Decision
Making Under Uncertainty

Lund University
Mechanical Engineering
2018

International academic
exchange in Lund, Sweden

INTERESTS

Rock climbing, houseplants,
film photography, live music,
environmentalism