

Ningyuan Deng

UX Designer / Product Designer | Portfolio: ningyuan-deng.com

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[PROFESSIONAL EXPERIENCE]

UX Designer | Clients: [Amrize](#), [Jiffy Lube](#), [Purple Mattress](#) | Agency: [AKQA](#) Oct. 2022 - Nov. 2025

- Led **end-to-end UX design** for multiple large-scale digital platforms, defining site architecture, mapping user journeys, and creating responsive web experiences in Figma.
- Collaborated closely with product strategists, UI designers, engineers, and UX directors to solve complex interaction challenges, deliver wireframes and annotations, and produce high-fidelity prototypes across desktop and mobile.
- Practiced **data-driven design**, partnering with data analysts to translate product metrics and user behavior insights into informed design decisions.
- Handled diverse scenarios and user types by building comprehensive user flows that support complex product logic and multi-path interactions.

Design Lead | [HackQuest](#) June. 2022 - Sep. 2023

- Led UX/UI design for a large-scale education technology platform, owning wireframes, visual design, and responsive layouts in Figma.
- Built a scalable **design system** from the ground up, including components, interaction patterns, and visual guidelines to support long-term product growth.
- Collaborated with product managers and engineers to define requirements, refine features, and ensure smooth implementation during development.
- Designed end-to-end workflows across multiple core product modules, including onboarding, learning flows, course interfaces, dashboards, as well as comprehensive hackathon flows such as user application, project submission, admin creation/editing, and judge review & scoring.

Architectural Intern | [Ennead Architects](#) Dec. 2020 - May. 2021

Architectural Intern | [Kengo Kuma & Associates](#) Jun. 2020 - Sep. 2020

[EDUCATION EXPERIENCE]

Google UX Design Professional Certificate | Coursera Online Courses Feb. 2022 - Jul. 2022

Columbia University in the City of New York | M.S. Advanced Architectural Design Jun. 2021 - May. 2022

Chongqing University | Bachelor of Engineering in Architecture Sep. 2015 - Jun. 2020

University of Nebraska-Lincoln | Exchange Program in Architecture Sep. 2017 - Dec. 2017

[AWARDS & HONORS]

HackQuest: Web3 Programming for Everyone	OutfitAR
2024 MUSE Awards Gold Winner (Website - E-Learning) 2024 Vega Digital Awards Silver Winner (Website & Mobile Sites - E-Learning) 2024 NYX Awards Silver Winner (Website - E-Learning Education)	2024 MUSE Awards Silver Winner (Mobile App - Augmented Reality) 2024 Vega Digital Awards Silver Winner (Apps & Softwares - Best Use of Augmented Reality) 2024 NYX Awards Silver Winner (Mobile App - Catalog)

[SKILLS]

Product Design	Human-centered Design, Data-Driven Design, Design System, Information Architecture, User Research, Responsive Design, Prototyping, Competitive Analysis, Usability Test
Tools	Figma, Sketch, Adobe Creative Suite, Rhino, Unreal Engine
Programming	Vibe Coding, Python, JavaScript, HTML5, CSS