

# Qiqi Xu

Berlin-based Senior Product Designer

## EXPERIENCE

### Product Design Lead, Remix Transit, Via

2020 - Present

Remix is a transit planning platform used by cities worldwide to design equitable and efficient public transportation systems.

- Spearheaded design for the launch of multiple 0 to 1 products, including GTFS Publisher and Ridership Modeling
- Designed a series of differentiating new features usability improvements, significantly expanding Remix's use cases for service planning
- Led highly cross-functional design visioning initiatives to revamp product architecture for scalability and consistency
- Fostered User Research culture: established a research council to upskill the team and cross-pollinate user insights

### Product Designer, Yelp

2019 - 2020

Yelp is the beloved platform for discovering and reviewing local businesses. I grew the home services vertical, a critical piece of Yelp's strategy:

- Led user research efforts to create foundational knowledge
- Launched multiple features that meaningfully moved the needle on both user engagement and monetization goals, and balanced the needs of consumers and businesses.

### Product Designer, Nextdoor

2018

Nextdoor is a platform for neighbors. I joined the Real Estate team to improve user engagement and grow paying RE agents.

- Shipped a complex real estate education & comparison tool with 3rd-party data integration under a tight timeline
- Designed various improvements to the search experience

## CONTACT

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## EDUCATION

### Minerva University

B.Sc. with Honors in Computational Sciences, Data Science Concentration

## SKILLS

Interaction design  
UX strategy  
User research  
Usability testing  
Co-creation  
Visual design  
Illustration & Calligraphy  
Workshop facilitation

Native fluency in English, Mandarin, and Cantonese  
B1 German

## TOOLS

Figma	QGIS
Illustrator	Cursor
Cinema4D	Antigravity