

Ke Ding

Product Designer

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Education

Parsons the School of Design

2017 - 2019

M.F.A - Design and Technology

University of Connecticut

2012 - 2016

B.A - Psychology

Skills

User research +
synthesis, design
systems, design
workshop, wireframing,
storyboarding

Motion graphics, visual
design, interactive
prototyping, co-
designing, agile
workflow,

Figma, Sketch, Jira,
Blender, Cinema 4D,
Unity, Adobe Creative
Suite, SwiftUI,
HTML&CSS, C#

Recognition

:iidr Art Gallery 2024

"Labels? Labels! TBD" Exhibition

CSS Design Award 2021

Web Design

International Design Awards 2021

Product Design

International Design Awards 2021

Interface Design

G-Mark Japan 2020

Product Design

CADC Annual Award 2016

Motion Graphics

Work Experience

Freelance

2014 - Now

China / US

Independent Designer

- Taking on contract design projects / passion projects with clients from China, US, and Canada.
- Co-founding Andata, a creative group based in Toronto, Canada since 2023.
- Collaborating with Starlit Studio, designing and developing Joeyjoey, a social calendar for everyone's free time.
- Collaborating with Sandman Studio on creating the interaction design language of the mixed reality multiplayer platform - "VAST".
- Contributing to open-sourced community projects such as OnionOS, Sidequest.

Standard AI

2022 - 2024

New York City

Product Designer, Internal Tools

- Spearheading the end-to-end design initiatives for the AI Labeling Tool, a breakthrough product enabling all the autonomous shopping journey.
- Designing features that elevate the ML action prediction accuracy to **95%** in partnership with the back-end and operation teams.
- Establishing and maintaining a design system that sustains **6+** principal products.
- Executing and facilitating user researches, usability tests, and focus groups. Presenting user insights from multiple products with executive leadership.
- Mentoring and managing **4+** designers and contractors on a weekly basis.

Jido Inc (Acquired by Roblox)

2019 - 2022

New York City

Product Designer

- Leading and shipping the IKEA Harajuku App in collaboration with the IKEA design team, introducing innovative interaction paradigms capable of managing visual searches across **1200+** products.
- Organizing and facilitating user research sessions in both Japan and the US, delineating and strategizing a product vision that caters to users spanning multiple time zones.

Cornell Tech

2019

New York City

Design Researcher, Mixed Reality Collaboratory

- Designing and prototyping with Unity, C# on various headsets including Oculus Quest, Mirage Solo, and Magic Leap One
- Researching on experimenting with innovative HCI patterns
- On-site Technician/TA for INFO 5340 / CS 5650 Virtual and Augmented Reality

Google

2018

Mountain View

User Experience Designer, Intern

- Working in the Daydream immersive wearable team.
- Experimenting and exploring state-of-the-art mixed reality interaction patterns.
- Designing, prototyping, and documenting tech demos for the 6DOF developer kit and the passthrough feature for the Mirage Solo headset, **the first standalone mixed reality experience** in the world