

Sage Xu

徐 谦

10 yrs | Principal Experience Designer | Design Management

Hangzhou / Remote

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Design that drives business results.

At 0→1, I define product direction from ambiguous ideas; in mature products, I drive growth through experience optimisation. Industry experience across e-commerce, travel, community and luxury.

Education

Jiangnan University 2010 — 2014
B.Eng. Industrial Design

Zurich University of the Arts ZHdK · 2013
Exchange, Department of Design

Core skills

Product definition & direction
Experience-led growth
Design team building, management & coaching
Cross-platform experience design
Vibe coding / AI-assisted workflow

Languages

English
IELTS 6.5



Experience

2024 — 2026

Independent Designer

End-to-end experience design

Redesigned mini-programs and websites for L'Oréal Group, the German National Tourist Office, Patek Philippe and other brands, owning the end-to-end experience design.

2017 — 2024

Alibaba Group

Principal Experience Designer · Fliggy / Taobao Live



Taobao Live

Drove business growth through design by rebuilding the channel into a multi-layer content hub: watch time **+3.2%**, DAC **+18%**, GMV **+8.7%**.

Taolive City

Led the team building a 3D digital-twin interactive marketing space; onboarded **20+** brands across three major campaigns, driving **tens of millions (RMB)** in GMV.

Live user growth

Led 2 designers to build a task-reward product funnel: retention from 50% to **70%+**, MAU **+70%**.

Fliggy

Rebuilt the shopping funnel and product form; content service, information structure and decision efficiency up **43%** / **47%** / **28%**.

Universal Beijing mini-program

Co-built the theme park's flagship consumer experience; assembled the design team and worked with Universal's US design team.

2014 — 2017

NetEase

Senior Experience Designer · NetEase Beauty / Yixin



NetEase Beauty

Interaction design lead across platforms. After the redesign, daily content **+128%** and D1 retention **+13%**; featured on the App Store home page.

2014

PICC

Experience Designer · People's Insurance Company of China



Impact

Google Design Sprint China · Design Master Organised and led large conferences and Design Sprint workshops, sharing how design thinking and methods work in practice.