

Xiaoxiao (Shellie) Hu

Product Designer • shelliehxx.com • shelliehxx@outlook.com • 617.631.3106

Experience

Product Designer, Voice & Conversational AI | Five9

July 2025 - Present | San Ramon, CA

- Lead 0-to-1 design for **Cortex**, Five9's next-generation AI agent platform enabling enterprise customers in highly regulated industries to adopt agentic AI.
- Design and build React prototypes alongside engineers to validate platform behavior before implementation, closing the gap between concept and production.
- Hired to mature the design culture; introduced qualitative discovery to ground product decisions in real user needs, shifting thinking from engineering feasibility alone to viable, lovable outcomes.
- Partner with Principal Designer and CTO as thought leader across Product and Engineering, establishing design thinking as the primary product-decision methodology.

UX Designer II | Ikigai Labs

February 2025 - July 2025 | Boston, MA

- Designed **agentic AI** capabilities for an enterprise time-series forecasting platform, expanding how clients generate insights and predict demand.
- Synthesized customer feedback into prioritized flow improvements; partnered with engineering to shape roadmap decisions.

Lead UI/UX Designer | UberJets

August 2024 - January 2025 | Boston, MA

- Designed Virtual Hangar, a private jet booking platform, owning end-to-end UI for clients searching and chartering aircraft.
- Built and maintained a **design system** spanning multiple web platforms and a mobile app, accelerating engineering implementation and keeping cross-product UI consistent.

UX Engineering Intern | Neural Image AI

May 2023 - November 2023 | Seattle, WA

- Redesigned the MetaStyle **AI art iOS app** from user-data analysis, lifting engagement 5.6% and acquisition 7.4%.
- Optimized usability with Marketing through user feedback, improving input efficiency 35%+ and satisfaction 16.2%.

Designer, Researcher | MIT Media Lab

January 2021 - December 2022 | Cambridge, MA

- Designed UI/UX for ChillsTV streaming service from scratch on Material Design.
- Synthesized 1,200+ user feedback entries into 5 features improving recommendation accuracy.

Skills

Design

0-to-1 Product Design / Design Systems / Prototyping / Agentic & Conversational AI Interfaces

Research

User Interviews / Evals / A/B Testing / Competitive Analysis / Qualitative Discovery

Build

React / TypeScript / HTML / CSS / Figma / Claude Code / Cursor / v0 / Stable Diffusion / Midjourney

Publications

Exploring the Impact of Human-AI Collaboration on College Students' Tangible Creation

ACM IUI Workshops (HAI-GEN), 2024

ChillsDB: A Gold Standard for Aesthetic Chills Stimuli

Scientific Data (Nature), 2023

Aesthetic chills cause an emotional drift in valence and arousal

Frontiers in Neuroscience, 2023

Education

Wellesley College

B.A. HCI & Mathematics, 2020-2024

Massachusetts Institute of Technology

Cross-registered, 2021-2024