XIOLANI PAGE-SMITH

UX & Product Designer

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UX designer who turns complicated workflows into clear, people-first products. Four design roles across enterprise (Amazon, Snowflake), a student study app and e-commerce, backed by an AI-assisted workflow that takes ideas from research to a testable prototype quickly.

EXPERIENCE

Snowflake
FEB – DEC 2025 (Winter & Fall)

UX Intern · Education platforms

- Researched and redesigned Snowflake's education platforms to improve usability across the learning experience.
- Designed and ran feedback surveys for the Certification and Train-the-Trainer (T3) programs, surfacing key pain points that drove product improvements.
- Partnered with cross-functional stakeholders to turn user insights into actionable design recommendations.

Amazon
MAY – AUG 2025

UX Design Intern · Supply Chain Optimization Technologies

- Designed and prototyped improved workflows for Amazon's vendor-facing platform.
- Researched vendor pain points and translated them into intuitive, user-centered interface solutions.
- Worked closely with product managers and engineers to improve platform usability and streamline vendor operations.

San Jose Consulting Group
OCT 2024 – APR 2025

UX Designer · Student study app

- Led end-to-end mobile design for a student study app: onboarding, study-set creation, chat-based learning and performance tracking.
- Built a scalable Figma design system (type, color and component libraries) for consistent UI and clean developer handoff.
- Designed core screens (document upload, flashcard decks, progress tracking, insights dashboard), including empty and populated states, CTA placement and interaction feedback.

PixelNamics
SEP 2023 – MAR 2024

Product Design Intern · E-commerce website

- Led the redesign of the PixelNamics website, followed by a **172%** increase in total sales.
- Implemented UX improvements that grew online store sessions by **139%**.
- Improved the experience for entrepreneur customers, contributing to a **7%** increase in returning customers.

SELECTED CASE STUDIES

Amazon · PixelNamics · Hyve · Boost — xiolanipagesmith.com →

EDUCATION

San Jose State University
BA Design Studies, Graphic Design
2022 – 2026

SKILLS

Research
User interviews, surveys, user flows, information architecture

Design
Interaction design, wireframing, prototyping, UI design, design systems, data visualization, branding

Tools
Figma, FigJam, Sketch, Adobe Creative Suite, Notion

Code
HTML, CSS

AI-SKILLS

Claude · Claude Code · Figma AI · Figma Make · ChatGPT

- Research synthesis: interview and survey data into themes and insights
- Prompt-to-prototype in Figma Make to test ideas early
- Design tokens, components and layouts built in Figma with Claude
- Drafting UX copy, interview guides and survey questions

INVOLVEMENT

UX UI Association