

XIAOPU FUNG

🔊 pronounced “shao-poo”

Digital design leader in public service enabling agile and human-centred design practices

WORK EXPERIENCE

Lab Leader | Ontario Digital Service, Government of Ontario
April 2019 - present (1 yr 4 mos)

Established, refined and directs a **research, design and development lab**, the only one of its kind in Ontario, focused on demonstrating the value of user research and prototyping during the Discovery and Alpha phases of service design while also building capacity in digital skills rarely found in government

- Saved an estimated \$1.5 million by keeping service design in-house; additionally, saved staff time by not managing complex and lengthy procurement contracts
- Recruited, trained, mentored and managed 21 employees consisting of user researchers, service designers, UX designers and web developers
- Collaborated with 13 partner teams across five ministries to shift work culture while producing 15 digital proofs-of-concept that impact over 14 million people in Ontario
- Oversaw 110+ hours of qualitative user research with 255 people to gain insights and validate service ideas

Sr UX Designer | Ontario Digital Service, Government of Ontario
July 2017 - March 2019 (1 yr 9 mos)

Delivered accessible and human-centred digital services by using evidence-based methods to inform design decisions

- Facilitated weekly design sprints and workshops to solve high-profile challenges including the drug coverage checker, small business portal and employment and training search
- Mentored 15 co-op students to become empathetic and inclusive designers and developers

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EDUCATION

Certified Scrum Product Owner
SCRUM ALLIANCE
2018

Strong Leaders
Communitech Academy
2018

Bachelor of Mathematics
University of Waterloo
2007

Bachelor of Business Administration
Wilfrid Laurier University
2007

TESTIMONIAL

“Xiaopu **leads with empathy**, brings order to chaos, whips people into shape, makes complicated things simple, works harder and longer than the next person and brings joy to work.”

- Katherine Benjamin,
Deputy CTO for Digital,
Mayor's Office of the CTO,
City of New York

UX Design Lead | Miovision Technologies

November 2012 - January 2014 (1 yr 3 mos)

Lead all UX activities as a design team-of-one in a high-growth start-up of 90+ people

- Designed feature enhancements to improve customers' perception of value-add while reducing operating expenses by over \$180,000 annually
- Initiated the "Life as a Customer Day" for internal employees to build empathy with users

Marketing Specialist | Miovision Technologies

July 2010 - Sept 2011 (1 yr 3 mos)

Owned both the web and design functions in marketing

- Singlehandedly designed and developed a new corporate website in three months by introducing a modern look-and-feel, implementing an open-source content management system and deploying code on new servers
- Evaluated design concepts regularly in the production environment using A/B testing
- Designed all marketing and investor relations collateral; set benchmark in Waterloo Region's start-up community for raising the bar on reporting publications

Marketing Officer | Canada's Technology Triangle Inc

June 2007 - June 2010 (3 yrs 1 mo)

Began employment while simultaneously completing two Bachelors degree programs at separate universities

- Repeated coordinated three economic development offices to organize marquee two-day tour of Waterloo Region for over 70 strategic clients and stakeholders
- Organized recurring stakeholder recognition events and annual general meetings with upwards of 150 attendees
- Redesigned website architecture for over 100 pages
- Designed presentations, eCards, print cards, brochures, advertisements, tradeshow banners and workstation panel artwork to establish a consistent visual brand

PUBLIC SPEAKING

Canadian Undergraduate
Technology Conference
July 18, 2020

Leadership in the Digital
Age Speaker Series,
Government of Ontario
January 24, 2020

Digital Readiness 101,
Government of Ontario
January 21, 2020

Masters of Public Service,
University of Waterloo
January 15, 2020

Service Design Guild,
Government of Ontario
July 16, 2019

Ontario Legislative
Assembly
April 23, 2019

Corporate innovation
panelist for delegations
visiting Communitel
July 2017 - present

VOLUNTEER BOARDS

Kitchener Waterloo
Community Foundation
2017 - present

Waterloo Public Library
2011 - 2014