Linwei Cong

10+ YOE, UX/Product design, User research, Data-driven, Product strategy, E-commerce, Product Management, Project management

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EXPERIENCE

Amazon, Sunnyvale, CA - Sr. UX Designer | Nov 2022 - PRESENT

- Led the product strategy to initiate the embedded third-party apps project in 2024, evolving Amazon Seller Central to an inclusive, one-stop operating venue for sellers; redirected the product direction to a contextualized embedded 3P app experience in 2025; and led the research and design of the experience.
- Designed and launched the Solution Provider Portal by consolidating legacy experiences on 5+ sites into a unified platform, defining a scalable IA for Sellers, Vendors, 3P App Developers, and Service Providers, streamlining the onboarding and profile-migration experience, and delivering 2 new features plus 2 enhancements in collaboration with 5+ engineering teams.
- Successfully shifted leadership and cross-functional teams' mental model to adopt an embedded 3P app strategy, solving 1M+ sellers' pain points of managing their business across multiple sites.
- Explored north-star visions for in-context 3P app recommendations and embedded 3P apps, securing one SVP-level product strategy funding, and placing 2 projects on the 2026 product roadmap.

BorderX Lab, Sunnyvale, CA — UX/Product Director | May 2018 - Nov 2022   **CASE STUDY**

- Led 7 product designers/managers in building a local and effective shopping experience for a large cross-border e-commerce platform (Beyond App), working closely with the CEO, CTO, other executive leaders, and cross-functional teams.
- Defined the product strategy and executed a bunch of initiatives to triple the order conversion rate in 4 years, such as the first-mile experience, search and personalization, hot-selling products, and localizations (foreign sizes normalization, automatic coupon code application, etc.)
- Created Loyalty Program and Customer Relationship Management System (CRM) from scratch, led design efforts, and redesigned various features to increase the revenue from repeated customers to ~70%.
- Created multiple programs to acquire new customers, including Wechat/AliPay Mini-Program, Group-Buy Program, Referral Program, and Social Games, which accounted for ~30% of total new customers.
- Conducted monthly NPS surveys, benchmarking, and conducted in-depth user research when necessary.
- Led product managers and designers across a few areas - Content Management System, Warehouse Management System, etc. Partnered with 300 merchants, managing 5M+ SKUs across NA, EU, and Asia.

BorderX Lab (China), Shanghai, China — UX Director | Nov 2016 - May 2018   **CASE STUDY**

- Built fundamental features from scratch, growing the customer base from hundreds to over a million.
- Built and led the UX design team with 2 product designers, 1 marketing designer, and 1 freelancer.

Sogou Inc. (NYSE: SOGO), Beijing, China — UX Designer / Lead | Dec 2011 - Nov 2016   **CASE STUDY**

- Built a 15-person product design team, being responsible for the user experience of Sogou Explorer (iOS, Android, desktop) and an exploratory personalized daily news product.
- Created an iOS web browser (Sogou Explorer) from scratch, and led designers to build new features, improve user experience, and conduct user research.
- Created an iOS App to edit content in Chinese and share to social media when iOS didn't allow

third-party input tools. This App was featured by the App Store in 2012.

China Finance Online (NASDAQ: JRJC), Beijing, China — UI Designer | Dec 2010 - Jul 2011

- Designed the UIs of JRJ Stock Software for iPhone, iPad, and Android Phone/Pad.

National Institute of Education Sciences, Beijing, China — Web Designer | Jul 2008 - Nov 2010

- Designed the website for the National Institute of Education Sciences.

EDUCATION

Renmin University of China, Beijing — Master, Design   Sep 2005 - Jul 2008