Di Xiao
UX Designer

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@ | https://gogolauren.github.io/di-site/ (*website/portfolio)

SKILLS SUMMARY

- ✓ **Programming Langauges**: HTML, CSS, JavaScript, C++, php, MATLAB, MySQL
- ✓ **UX Design**: persona, wireframe, low/high-fi prototype
- ✓ **Visual Design**: Sketch, Adobe Suite (Photoshop/ Illustrator/ XD), Axure, InVision
- ✓ **UX Research**: strict observation, think aloud, interview, field study, questionnaire, usability test, A/B testing
- ✓ **Data Visualization**: Tableau, D3 *Link*
- ✓ **Language**: English, Mandarin
- ♪ **Hobbies**: Photography *Link*, Film Production *Link*

PROFESSIONAL EXPERIENCE

April 2018 - Present
ZTE USA, Inc.
Freelance UX Designer

– Compared webpage structure, content and display between competitors, found pain points.
– Conducted card sorting, generated information architecture.
– Propose 3 re-designed prototypes for PC & mobile.

Oct 2017 - May 2018
Maryland International Incubator (MI2)
IT assistant, Designer

– Re-designed and built the bilingual website.
– Prioritized collaborators' information in the database.
– Visually designed slides, name cards for collaborators.

May - Aug 2017
Anacostia Watershed Society & UMD *Link*
UX Designer, Front-end Developer in *NatureNet* Project

– Created information architecture for information resources.
– Conducted iterative participatory design: interviewed clients and users, conducted user tests on mock-ups, then presented findings in a usability report.
– Developed front end of the *watershed information website* based on approved design.

Aug - Oct 2015
Huawei Technologies Co., Ltd.
UX Design Intern @ User Centered Design (UCD) Center

– Participated in user research and product comparison for a Huawei payment app.
– Designed the layout and developed webpages for an international conference.

EDUCATION

Aug 2016 – May 2018
University of Maryland – College Park, US
Human-Computer Interaction Master
GPA: 3.97 /4.0

Sep 2012 – Jun 2016
Southeast University (SEU), China
Bachelor of Information Engineering
GPA: 87 /100

CORE DESIGN EXPERIENCE

Sep - Oct 2017
Contextual Design – Get Millennials To Parks
UX & UI Designer *Link*

– Conducted 12 field interviews; interpreted them into 8 typical user identities and 12 places in a park map.
– Designed a collaborative park map allows users to browse, add spots and create events on the map;
– Created a screenless pocket mode to give people 100% engagement into parks.

Feb - May 2017
Web Applications Design For Seniors *Link*
UX Designer

– Participatory-designed 2 concepts for web assistant: horizontal split screen chat vs. right click gesture.
– Determined the final design from user test result: a task-based chatbot that answers questions and explains how to perform simple tasks without the user having to leave the page.
– The user gave the prototype a 4/5 in the final testing.

Feb - May 2017
Usability Test – Apple's MacBook Pro Touch Bar Functionality Test *Link*
UX Researcher, Data Visualizer

– Revised tasks according to 2 rounds of pilot test.
– Screened and selected participants with an average of 10 years in using Apple products.
– Visualized test results of success ratio and average time consumed on each task (the longest took 222.5s).
– Identified 5 common problems.

Oct - Nov 2016
Inclusive Recipe Mobile App Design *Link*
UX & UI Designer

– Broke down problems, compared personas between normal users vs. visually impaired users.
– Created 2 separate design points and user flows.
– Applied voice control and auto play function to benefit hands-free users.