

# MIAOJUN APRIL XU

Interdisciplinary UX designer  
interested in technology and entertainment

## CONTACT

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## SKILLS

### Design

Strategy & vision presentation  
Interactive sketch with Adobe CC Suite  
Wireframe & mock up with Figma  
Data visualization with Tableau

### Prototype

Rapid prototyping using Keynote  
Interactive flow with HTML/CSS/JS  
Framework & API with JS  
Back-end implementation with Python/C++

### Research

Semi-structured interview & Focus group  
Cognitive task analysis & Contextual inquiry  
A/B testing & Think aloud  
Cognitive walkthrough & Heuristic analysis  
User modeling & Journey mapping

### Collaboration

Detail oriented  
Facilitating design critique  
Organizing workshops  
Flexible & communicative

## AWARDS

2nd Place · Tencent MOBA Game Design  
National Scholarship for Encouragement ·  
CUHK, SZ  
Undergraduate Research Award · CUHK, SZ

## EXPERIENCES

### Apartsa | UX design lead & Front-end developer

Sep 2017 - Aug 2019 · Shenzhen, China

Designed and developed an UGC website with 2000+ users registered.  
Led user research conducting surveys and contextual inquiries for 2 design cycles.

### CodeMao | Game designer

May 2018 - Sep 2018 · Shenzhen, China

Designed, developed, and launched 6 website-based mini-games.  
Planned, organized, and promoted an online machine armor design competition.  
Designed gamified tutorials through semi-structured interviews.  
Presented findings and design solutions to clients.

### SunNeverSets Studio | UX design lead & Full-stack developer

May 2018 - Aug 2019 · Shenzhen, China

Redesigned and developed an event-booking dashboard for both teachers and students, incorporating usability test findings.

## PROJECTS

### Eurekas | UX designer & Front-end developer

Reflection Tool for Middle School Students · Sep 2019 - Dec 2019

Designed, developed, and launched a website to motivate students' reflections for project based learning courses.  
Created storyboards, experience maps, and prototypes after conducting landscape and user research.

### EOS | UX designer

Tool for Reconnecting with Friends · June 2017 - Aug 2017

Created iteratively more complex interactive prototypes from low-fi to high-fi ones.  
Conducted usability tests and collaborated with developers on each iteration.

## EDUCATION

### Carnegie Mellon University, M.S. Educational Technology and Applied Learning Science

2020, Pittsburgh, PA

GPA: 3.9/4.0

### Chinese University of Hong Kong, Shenzhen, B.Eng, Computer Science

2019, Shenzhen

### University of California, Berkeley

2017, Berkeley, CA

TOP 3 Design Award