Fan Xia

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WORK EXPERIENCE

UX/UI Designer Intern   **Sep 2022 - Dec 2022**
TechMe TV LLC   *New York, NY*
- Created interactive design for pre-K to sixth grade online courses by using interactive wireframes and usability testing. Enhanced child engagement through high interactivity, timely feedback, and fun gamification
- Created UI layout and used it as a team template for three different projects tailored to learners of different ages, combining learning theories such as metacognition, dual-coding theory, and cognitive load theory
- Collaborated with graphic designers, subject specialists and game designers to improve our interactive design and iterate on the product

Design Thinking Teaching Assistant   **Jun 2020 - Jun 2021**
ShanghaiTech University   *Shanghai, China*
- Mentored a total of 120 students, assisting with design thinking course assignments and final projects
- Evaluated and provided feedback on ideation, user research, user needs, "How might we" questions, prototype design, and product iteration on student projects
- Gained familiarity with the overall process of user experience design and assisted in designing the curriculum

PROJECT EXPERIENCE

Thesis Project | XDistraction   **Aug 2022 — May 2023**
UX/UI Designer, Researcher
- Conducted extensive user research to understand distraction causes and study/work habits, which included designing and distributing a survey with over 50 responses and conducting two in-depth interviews.
- Performed a comprehensive competitive analysis, identifying three critical gaps in existing solutions.
- Leveraged usability testing insights to refine functions and features, then developed an enhanced Hi-Fi prototype in Figma, earning substantial professorial approval for its visual design.

Personal Project | Portfolio Website   **Sep 2021 - Now**
Front-end Developer, Visual Designer
- Designed and launched a personal portfolio website that effectively highlights professional skills, projects, and experiences , earning the 2022 ECT Portfolio Award at NYU.
- Utilized modern web technologies such as HTML5, CSS3, and JavaScript to build a responsive and visually appealing website.

Entrepreneurship | Fruitech   **Apr 2018 — Jun 2020**
Co-founder, Product Manager
- lead a team of 40 members in launching an e-commerce WeChat applet, focusing on the sale of agriculture products.
- Conducted user research via 200+ surveys to understand fruit consumption habits, shaping the product vision, roadmap, and user personas, leading to the development of a gamified applet that promotes fruit intake.
- Coordinated delivery between farmer cooperatives and customers, selling over ¥10,000 of fruit through our platform

SKILLS

Programming Languages	Python, JavaScript, HTML, CSS
Design Tools	Figma, Photoshop, Procreate, Genial
UX Research Skills	Survey Design, Wireframing, Prototyping, Usability Testing, Quantitative Research, Visual Communication
Languages	Mandarin(Native), English(Proficient), Japanese(Upper Intermediate)

EDUCATION

New York University   New York, NY
Master of Arts: Learning Technology and Experience Design
- Overall GPA 3.88/4
- Relevant Coursework: User Experience Design, Narrative/Digital Media and Learning

ShanghaiTech University   Shanghai, China
Bachelor of Science: Life Science
- Relevant Coursework: Design Thinking: Applied Innovation, User Experience and Innovation Design, Creativity: Theory and Application