

Fan Xia

UX/UI Designer

User experience designer with two years of experience who emphasizes human-center design and brings life to design through empathy and innovation

Brooklyn, NY, 11201
+1 (929) 722-4149
fx2051@nyu.edu
[Portfolio: EvaFanXia](#)
[LinkedIn: eva-fanxia](#)

Work Experience

UX/UI Designer Intern

Sep 2022 - Dec 2022

TechMe TV LLC New York, NY

- Developed interactive designs for pre-K to 6th-grade online courses, using wireframes and usability testing. Increased child engagement with interactivity, timely feedback, and gamification.
- Designed UI layout serving as a template for three projects, integrating theories like metacognition, dual-coding, and cognitive load.
- Collaborated with graphic designers, subject specialists, and game designers to enhance interactive design and product iterations.

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 student projects and assisted in designing the curriculum.

Project Experience

Thesis Project | XDistractation

Aug 2022 — May 2023

UX/UI Designer, Researcher

- Conducted user research on distraction causes and work habits, including a survey (50+ responses) and expert interviews.
- Performed a comprehensive competitive analysis, identifying three critical gaps in existing solutions.
- Used usability test insights to improve functions/features and develop a refined Figma Hi-Fi prototype, earning significant professorial approval for visual design.

Entrepreneurship | Fruitech

Apr 2018 — Jun 2020

Co-founder, Product Manager

- Lead a team of 40 members in launching an e-commerce applet.
- Executed user research and developed a gamified app on WeChat promoting fruit consumption based on 200+ surveys.
- Coordinated delivery between farmer cooperatives and customers, selling over ¥10,000 of fruit through our platform.

Personal Project | Portfolio Website

Sep 2021 - Now

Front-end Developer, Visual Designer

- Designed and launched a personal portfolio website, 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.

Skills

UX Design Skills:

Survey Design, Wireframing, Usability Testing, Prototyping, Quantitative Research, Visual Communication

UX Design Tools:

Figma, Sketch, Photoshop, Procreate, Genial

Programming Language:

HTML, CSS, Javascript, Python

Education

New York University

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

Bachelor of Science:

Life Science

- Relevant Coursework: Design Thinking: Applied Innovation, User Experience and Innovation Design, Creativity: Theory and Application

Language

- Mandarin(Native)
- English(Proficient)
- Japanese(Upper Intermediate)