

Xiaohui (Eva) Luo

Product Designer ♡ Code & Data

Portfolio

<http://evaluo.im/>

Contact

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PERSONAL STATEMENT

I'm a data-oriented, coding-enabled product designer with a passion to pursue simplicity when solving complex problems. I'm constantly prototyping new ideas, iterating with user feedback. I enjoyed shipping products empowering customers with AI and data.

EXPERIENCE

● Senior UX Designer

C3.ai

2018.6 - Present | Redwood City, CA

Focus on C3 digital analytics platform
Evangelize design thinking

● Principle UX Designer

Styra, Inc

2017.4 - 2018.5 | Redwood City, CA

Designed cloud access control experience
Iterated with customer feedback
Participated in front-end development

Main Projects

- Authorization policy editor
Helped acquire 3 early adopters including Netflix
- Marketing website
Designed and Implemented within one month

● Product Designer

IBM Watson

2014.7 - 2017.3 | Austin, TX

Led design for 5 Watson AI Apps
Contributed to Watson design system
Designed and prototyped Watson sales demos

Main Projects

- Video Analysis Application
Demoed in World of Watson, top rank in Hacker News
- Watson Design System
Contributed to motion and front-end part

EDUCATION

● Georgia Institute of Technology

M.S. HCI | 3.83/4.0

2012.8 - 2014.5 | Atlanta, GA

Honors

- First Place in Mobile App Hackathon

● Beijing University of Posts&Telecom.

B.E. Communication Engineering | 3.8/4.0

2008.9 - 2012.7 | Beijing, China

Honors

- The First Prize Scholarship

SKILLS

Process

- Problem Statement
- Persona
- User Journey
- Storyboard
- Wireframe
- Visual & Motion
- Prototyping
- User Testing
- Measurement

UX

- Interview
- Focus Group
- Card Sorting
- Think Aloud
- Context Inquiry
- Heuristic Evaluation
- Competitive Analysis
- Data Analysis
- A/B Testing

Software

- Sketch
- Abstract
- Invision
- Adobe
- Atom

Programming

- React | Redux
- D3.js
- JQuery | Javascript
- Sass | Css
- HTML

Social

in <https://www.linkedin.com/in/eva-luo>

M https://medium.com/@Eva_luo