

# XIAOLEI QIN

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Austin, TX

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## EDUCATION

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**University of Texas at Austin** Austin, TX | Aug 2024 - May 2026 (expected)

**M.S. Information Studies**, concentrated on **HCI and UX Design**, GPA: 3.95/4.0

**North Carolina State University** Raleigh, NC | Aug 2017 - May 2021

**B.S. Computer Science**, minor in **Art and Design**, GPA: 3.44/4.0 (Dean's List)

## PROJECTS (Portfolio: xiaoleiqin.com)

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### Venus Spring 2025

- Brainstormed a Greek art-inspired dating app focused on presence and meaningful connections, with the help of "Cupid".
- Conducted 5 user research studies, 4 competitor analyses, and a **story map** to guide app design.
- Created a mid- and **hi-fi Figma prototype** with a streamlined user flow and a design system of **18 components**.
- Conducted 10 usability tests and updated the prototype based on user feedback, addressing 8+ high- and medium-severity issues, and added user-requested features for future iteration.

### Reddit Usability Research Spring 2025

- Identified 27 usability issues in the Reddit mobile app through heuristic evaluation
- Conducted 6 competitive analyses in Miro, comparing features of direct and indirect competitors like Quora and Discord
- Designed a screener and tested 5 participants with a fully developed moderator script with 6 tasks
- Identified 4 major recommendations for the Reddit mobile app

## PROFESSIONAL EXPERIENCE

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### Visa

Associate Design Engineer May 2022 - June 2024

- Led the development and management of the Visa Product Design System React library, bridging the gap between designers and engineers.
- Achieved industry-level accessibility (WCAG 2.1) compliance in collaboration with A11y researchers.
- Authored documentation of Visa Product Design System in React and led tutorial sessions, resulting in a 50% time reduction in onboarding time for new developers globally.

## SKILLS

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**Design Tools:** Figma, FigJam, Mural, Miro, Adobe (Illustrator, Photoshop, Lightroom, After Effects)

**UX:** User Interface Design, 2D Graphic Design, Interaction Design, Visual Design, Wireframes, Heuristic Evaluation, Prototyping, Usability Testing, User Research, Data Visualization.

**Programming Languages:** HTML/CSS, JavaScript, Python, TypeScript, Java, C, C++, C#, and OpenGL

**Frameworks:** React, Angular, Vite, Astro, NextJS, REST, Express.js, Django, NodeJS, Microsoft Graph