

# Xia Wu

158 King St. N., Waterloo, ON, N2J 0E5

**Phone:** (226) 881-2981 | **E-mail:** x385wu@uwaterloo.ca | **Portfolio:** <https://xia385.github.io/>

Experienced UI/Graphic Designer with 7 years of experience in crafting user-centric interfaces, e-commerce strategies, and data-driven optimization. Seeking a role to leverage combined strengths in design and data analysis.

## WORK EXPERIENCE

### TCL Technology Co., Ltd

China

#### *Intermediate Human/Computer Interface Designer*

Sep. 2021 – Aug. 2022

- Collaborated with cross-functional teams (R&D, suppliers, etc.) to produce user-friendly UI artifacts (sketches, renderings, physical prototypes, user interactions) for washing machines and refrigerators. 4 UI designs hold Chinese patents.
- Conducted research on users, markets, and competitors to extract valuable design insights, subsequently translating them into actionable design solutions, achieving a 12% increase in user satisfaction for TCL washing machine UI.
- Led the development of UI standards for TCL washing machines and refrigerators to ensure consistency across UI elements and interactions. TCL washing machine UI 2.0 earned recognition as a finalist in 2021 iF Design Award.
- Managed end-to-end UI design projects (domestic, international, OEM) with accurate resource planning and allocation. 18 projects reached final production, 7 projects advanced to prototype stage. One refrigerator project achieved sales of 50,000 units, generating \$25.7 million in revenue within its first six months after launch.

#### *Senior E-Commerce Graphic Designer*

Aug. 2019 – Aug. 2021

- Collaborated with the sales team to gather weekly design requirements and feedback (CTR, customer reviews, etc.), leveraging analysis results to iterate designs, contributing to annual sales of \$340 million.
- Trained design teams to develop visual guidelines that align with the TCL culture, tailored to match the attributes and target users of each e-commerce platform (Alibaba, JD.com, Pinduoduo, etc.).
- Established a content marketing ecosystem to drive closed-loop sales across 7 platforms, leading to a 442,000-follower boost (JD.com) within a year through diverse content strategies.
- Collaborated with TCL industries to integrate marketing resources (events, branding, advertising, etc.), resulting in a 24.7% increase in the popularity of TCL refrigerator and washing machine.

#### *Intermediate E-Commerce Graphic Designer*

Mar. 2016 – Jul. 2019

- Created diverse digital assets (posters, websites, mobile pages, etc) customized to meet the specific needs of marketing projects. Employed psychological principles and mechanisms to impact user decisions.
- Wrote video scripts, managed shooting plans, and supervised shooting and editing processes for promotional videos of TCL products, leading to a 19-second increase in the average time on page.
- Applied A/B tests to optimize design by analyzing user behavior under different colors or copywriting styles.

## EDUCATION

### *M.E., Management Sciences*

Sep. 2022 – Aug. 2023

#### University of Waterloo, Canada

- **Relevant courses:** Experimental Design, Big Data, Statistical Methods for Data Analytics, Quantitative Data Analysis
- **Project:** Classification of Human Activity Using Machine Learning Algorithms (Python)

### *B.E., Industrial Design*

Sep. 2011 – Jun. 2015

#### Anhui Polytechnic University, China

- **Relevant courses:** Product Design Method, Materials and Manufacturing; Ergonomics, Design Thinking and Basics

## SKILLS

- **Software:** Adobe Creative Suite (Photoshop, Illustrator), CorelDRAW, Sketch, Figma
- **Practical Design:** Project Management, E-commerce Website Design, User-Centered Design Principles, Data-driven Optimization, Content Marketing
- **Data Analysis:** Experimental Design, Statistics, ML Algorithms, Python, SQL, R
- Excellent technical writing and presentation skills