

Xia Wu

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Graphic Designer

Detail-oriented Graphic Designer with 7 years of experience in crafting user-centric marketing materials, backed by a strong background in data analysis and e-commerce. Proficient in full idea-to-production execution.

SKILLS

Software	Design
Photoshop	Design Research
Illustrator	User Interface
InDesign	Web Design
CorelDRAW	Storytelling
Sketch	Prototyping
Figma	Persona
Premiere	Digital Content
KeyShot	Video Editing
Coding	Soft Skills
MySQL	Problem-solving
Python	Communication
R Studio	Teamwork
ML Algorithms	Adaptability

EDUCATION

University of Waterloo

M.E., Management Sciences & Graduate Diploma of Data Analytics

Sep. 2022 – Aug. 2023 Canada

Relevant courses:

- Experimental Design
- Big Data (Machine Learning)
- Statistical Analytics
- Quantitative Data Analysis

Project: Classification of Human Activity Using Machine Learning Algorithms (Python)

Anhui Polytechnic University

B.E., Industrial Design

Sep. 2011 – Jun. 2015 China

Relevant courses:

- Product Design Method
- Materials and Manufacturing
- Ergonomics
- Design Thinking and Basics

LANGUAGE

- English (Fluent)
- Mandarin (Native)

WORK EXPERIENCE

TCL Technology Co., Ltd

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, resulting in 4 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 products 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 production, 7 reached the prototype stage, and one refrigerator project generated \$25.7 million in revenue with 50,000 units sold within its first six months.

E-Commerce Graphic Designer Mar. 2016 – Jul. 2018
Aug. 2019 – Aug. 2021

- 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.
- 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.
- Applied A/B tests to optimize design by analyzing user behavior under different colors or copywriting styles.

Digital Marketing Specialist Jan. 2018 – Jul. 2019

- 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 (branding, social media, advertising, etc.), resulting in a 24.7% increase in the popularity of TCL refrigerator and washing machine.
- 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.