

Portfolio

Xia Wu | Graphic / UI Designer

Hello!

I'm Xia. 😊

A experienced designer with a keen focus on graphic design, UI/UX, and website design, backed by a strong background in marketing strategy and data analysis.

I consider myself a detail-oriented and hardworking person who's eager to learn at every opportunity. I'm also skilled in cross-departmental collaboration for end-to-end project execution.

Contact

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Experience

TCL Technology Co., Ltd China

2021-2022

Human/Computer Interface Designer

2016-2021

E-Commerce Graphic Designer

2017-2019

Digital Marketing Specialist

Education

2022-2023

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

2021-2022

B.E.,Industrial Design
Anhui Polytechnic University

Skills

Software	Design	Coding
Adobe Creative Suite	Graphic Design	MySQL
Figma / Sketch	UI / Web Design	Python
Rhino 3D / Keyshot	Research / Analysis	R Studio
Premiere	Marketing Strategy	ML Algorithms



UI 2.0 Project

Nov. 2021

TCL Washing Machine UI 2.0

The new design incorporates user habits and machine logic, seamlessly blending live-action and post-rendering in the graphical interface for easier laundry program selection.

It earned recognition as a finalist in the 2021 iF Design Award.



Nature Inspired Color System



Principle of Color Application



Pink cotton hoodie

Blue cotton shirt

Yellow wool sweater

White down jacket

ICONS Designed from Seasonal Color





Follow Human-Machine Interaction Logic

In order to allow users to find the applicable laundry program in the shortest time, I adapt design according to human-machine interaction logic, and choose matte printing, so that the color film can be better hidden on the machine, and the operation is more sensitive.

Harmoniously Integrate into the Home Environment

TCL Washing Machine UI 2.0 brings convenience and pleasure to users.

Its design inspiration comes from nature, making the product more compatible and comfortable for the home environment.





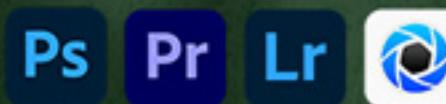
Product Detail Page

The Product Detail Page (PDP) is a web/mobile interface within an e-commerce site/app, offering comprehensive information about product to assist buyers in making purchasing decisions. By designing effective TCL PDP, I have increased conversion rates and driven sales while reducing customer service inquiry rates.

Dec. 2020

All in one Washer Dryer Combo Detail Page

Position the product in authentic home environments to dispel consumer worries regarding its appearance. Simplify the explanation of intricate laundry technology using a more concise and straightforward language to close the information gap for users.



Key Skills

- Marketing Strategies
- Competitive Analysis
- User Research



G100L120-HB 芭蕾白

蒸汽除菌 [快速洗烘]

10公斤洗烘一体变频滚筒洗衣机

抑菌祛味

TCL蒸汽除菌洗衣机
10公斤洗涤容量
7公斤烘干容量

功能升级 三大除菌技术，呵护健康

- 蒸汽除菌**
高温度蒸汽穿透衣物纤维，除菌率达99.99%
- 95°C热力除菌**
高温煮洗，物理除菌无残留，除菌率达99.99%
- 消毒预洗**

40'

60分钟快速洗烘 蓬松防皱 即洗即穿

01 衣物损伤小
金属冷凝烘干，速度快
02 衣干即停
智慧湿度感应，省时省心

*60'快速洗烘仅限1公斤以内的衣服，超过限制重量后，洗衣机智能延长烘干时间，衣干即停。

60°C低温冷凝式烘干

低温度热风在桶内每分钟循环50次以上，不伤衣物纤维，羽绒服也能烘。

60°C

90'

10公斤大容量 一次洗完全家衣服

12条 牛仔裤
45件 长袖衬衣
4套 枕头被套
1副 一米窗帘

*数据来源于TCL实验室

505mm
505mm大内桶直径
抛洗捶打距离更大，衣服更洁净

15'

15种洗涤程序 不同面料更精致的呵护

TCL

分类 洗涤剂盒
程序选择
LED屏 全触屏
时间显示 功能选择

混合	大件	消毒	羊毛	童装
羽绒	95°C除菌	13'	快洗	蒸汽除菌
空气洗	单烘干	漂+脱	单脱	简烘干

*羊毛程序不可与烘干程序叠加使用

**执着于细节
是对每个家庭负责**

Jul. 2020

Mini Washing Machine for Babies

This product is designed for washing baby clothes and private item. The detail page focuses on addressing the concerns related to the delicate nature of baby skin, like eczema, etc. It highlights the care offered for baby clothes by the mini washing machine, such as sterilization and disinfection.

Ps Lr



Theme 2



Key Skills

- User Research
- Product Strategies
- Promotional Copy



养个孩子有多难？

宝妈在家的日常：

- 婴儿衣物换洗频繁
- 一个人带孩子没时间
- 衣物混洗交叉感染
- 漂洗不干净皮肤红彤彤

TCL高温除菌洗衣机 3公斤容量

每个妈妈和宝宝都需要。 母婴专属

功能图标：

- 90°C蒸煮洗 除菌率99.99%
- 55°C高温洗 强力去污渍
- 迷你机身 不占地
- 妈妈专属内衣洗
- 护衣 不伤衣内桶
- 一键洁净桶风干

功能升级：

3公斤实用容量超能洗 小巧机身占地仅0.18m²

不占空间 脱出更大生活空间

颜值担当 可爱图案点缀，宝宝喜欢

轻松挪动 小巧机身，方便搬抬

别看我小 一次能洗这么多衣服

26 双婴童袜子 10 件妈妈内衣 8 件婴儿服 6 条儿童裙子

专属婴儿洗 多一次漂洗 去泡沫残留

婴儿洗程序比其他程序多一次漂洗，共3次，可彻底去除衣物中的泡沫残留，呵护宝宝娇嫩的皮肤。

01 2+1次漂洗 彻底洗净宝宝衣物

02 泡沫不残留 呵护肌肤不过敏

洗涤过程

- 20分钟洗涤
- 3次漂洗
- 800转强力脱水
- 彻底净衣

宝宝衣物放心洗

- ✓ 内衣 ✓ 棉衣 ✓ 浴巾
- ✓ 尿布 ✓ 袜子 ✓ 围嘴

干净桶自洁 每次洗衣都很放心

洗完衣服后，选择桶自洁程序，内桶进行高速水流清洗，并风干残留水渍，保持内桶干净清爽

01 高速水流冲刷 洗净桶内毛屑和脏物

02 凤干残留水渍 保持桶内干燥无异味

操作按钮：

- 长按3秒 开启童锁功能
- LED显示屏
- 启动键
- 电源键

10种洗涤程序 每一个都很实用

4个操作按钮，轻松切换10种洗涤程序，6档水位调节，中途开盖添衣，满足日常多种洗涤需求。

Dec. 2019

P Series Washing Machine Detail Page

Confronted with similar features in competing products, and a notable homogeneity in visual style, I utilized the 'metaverse' concept to overcome marketing challenges. By emphasizing grand physical phenomena, I showcased the washing capabilities of the product and forged a sincere connection with consumers through compelling text.

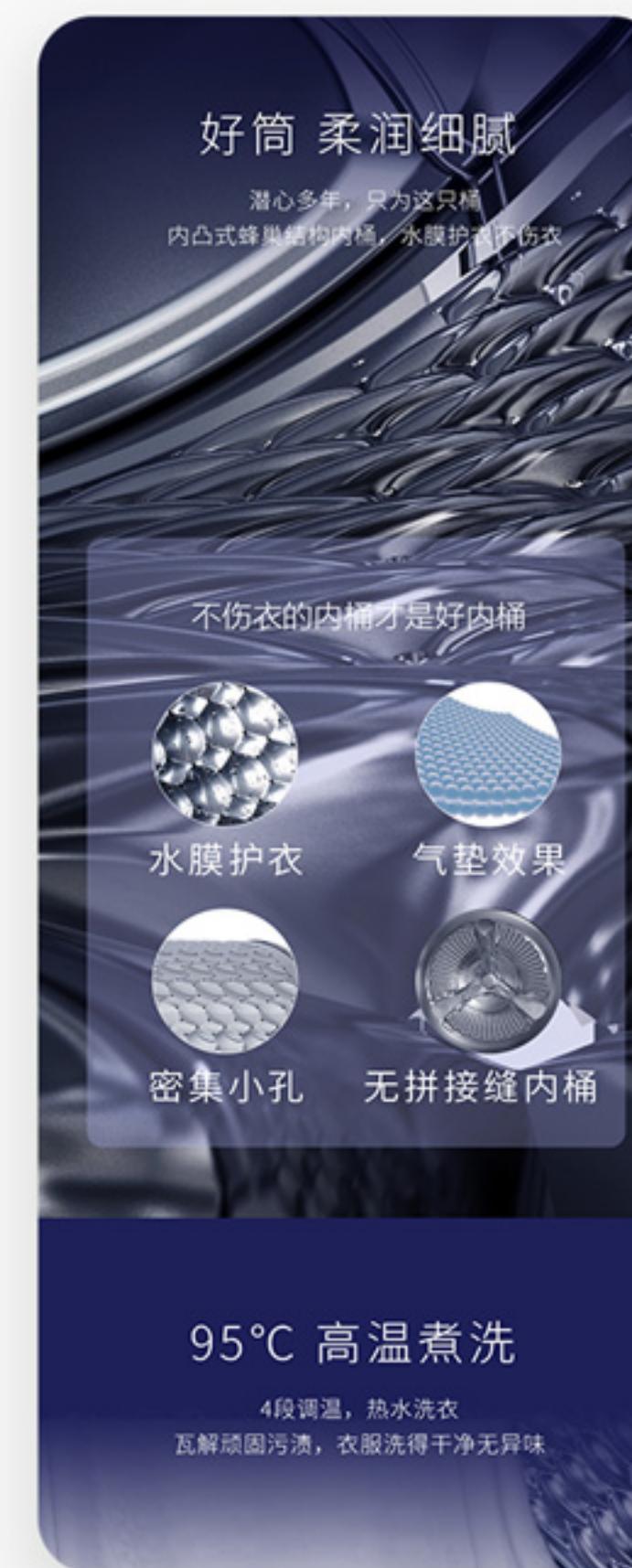
Ps



* Key Skills

- Content Marketing
- Product Strategies
- Visual Analysis





Sep. 2020

L Series Refrigerator Detail Page

Based on research, users' second concern when buying a refrigerator is its compatibility with their home decor. This detail page features a minimalist interior, a style commonly embraced in Chinese homes, with a white refrigerator placed within to authentically replicate user usage scenarios.

Ps



Key Skills

- Marketing Research
- Product Strategies
- Customer Reviews



03

Content Marketing

In contrast to traditional price promotions and event-focused marketing, content marketing seeks to attract consumer attention with high-quality and compelling content. It helps users address their problems or fulfill their desire while assisting businesses in establishing lasting connections and trust with consumers.



TCL
智享感动生活
The Creative Life

黄小厨的春夏礼包 第四季

春日味觉系、
酱门梦想家。



每周三上午
腾讯视频·生活频道
TCL冰箱洗衣机独家冠名播出
京东同款系列产品热卖中



腾讯视频 生活频道 4月12日 踏青回归

4.25~
4.26

黄小厨带你
提前享五一价
评价晒单送E卡

4.27
爱妻日

爱她，用行动表示
晒“满满的冰箱”
赢电磁炉

4.28~
5.2

五一狂欢购！
购机免费抽好礼！

5.3~
5.4

五一大促销场！
拯救下手晚的你！

Desktops ▼



Mobiles ▼



Apr. 2017

TCL-Variety show Linkage

Pr Ps



Key Skills

Resource Integration •
Brand Consistency •
Video Editing •

Jul. 2018

TCL Product Purchase Guide

By analyzing customer service data, I found that most pre-sales inquiries focus on product selection and purchase. This shopping guide is designed to address the top 5 concerns consumers usually face when making a purchase.



Ps

Key Skills

- Storytelling
- Product Strategies
- User Behavior

Sep. 2018

Authentic Customer Reviews

Based on user research, 73% of buyers rely on user reviews, offering authentic insights into product appearance and usage. This page highlights top shared experiences, fostering trust through actual feedback and driving consumer purchases.

Ps



Key Skills

- User Research
- Storytelling
- Customer Reviews

The image displays three screenshots of a mobile application interface, likely for a shopping platform like JD.com, showcasing customer reviews and promotional offers for TCL washing machines.

Screenshot 1: A review card for a washing machine. The title is "-买家秀7-", the reviewer is "@c*1", and the rating is 4 stars. The review text reads: "洗衣机很不错。性价比更高，外观也很漂亮。洗了一次衣服感觉洗的也很干净。噪音也挺小，不错不错。" Below the text are two small images of the washing machine from different angles. Further down, there's a section for "TA买的宝贝" (Product bought by TA) showing a 6.5kg front-loading washing machine for ¥1199.00, with a "想用同款" (Want the same model) button. At the bottom are two circular profile pictures of users and buttons for "活动专区" (Activity Zone) and "逛逛店铺" (Browse Store).**

Screenshot 2: Another review card for a washing machine. The title is "买家秀-波轮" (Wave Wheel Buyer Show). The reviewer is "@V*1" and the rating is 5 stars. The review text reads: "这个洗衣机的玻璃视窗太漂亮了，而且玻璃很厚实,一体式的清理起来也方便了。不像以前用的洗衣机，盖板太难清理了，这也是最打动我的地方了~除了整体的外观，这款洗衣机在细节上也处理的很好，包括内筒里也是一样，简单的花纹很光滑细腻；另外值得一提的是，9公斤确实很大，床单被套一起放进去洗，也没有任何的吃力感，总体来说，非常满意的一次购物！" Below the text are two images of the washing machine. A section for "TA买的宝贝" shows a 9kg inverter direct drive washing machine for ¥1299.00, with a "想用同款" button.**

Screenshot 3: A promotional screen for a refrigerator. The title is "你的好品味" (Your Good Taste). It features a smiling man sitting next to a refrigerator. The text "我 / 喜 / 欢 / 你 / 真 / 实 / 的 / 样 / 子" is displayed. At the bottom, there's a review card for a refrigerator. The title is "-买家秀1-", the reviewer is "@冠*线", and the rating is 5 stars. The review text reads: "外观看着很上档次，还是风冷无霜的，AAT负离子养鲜功能确实很实用，可以长久保持食物的新鲜。" Below the text are two images of the refrigerator.**

04

Posters

Oct. 2018

Posters for Double 11 Events

- Promote TCL Double 11 Event Content.
- Showcasing users with different personalities.
- Posters distributed on multiple platforms (Weibo, WeChat, ect.,)





Mar. 2018

Posters for New Product Launch

- Posters distributed on multiple platforms (Weibo, WeChat, ect.,)

Other Posters



05

Promotion Page

Traditional marketing utilizes discounts, freebies, and subsidies to encourage consumer purchases. Pages are designed to emphasize a lively and urgent atmosphere, using vibrant elements to create excitement.

Enlarged prices and 'Add to Cart' icons guide consumers to complete transactions.

TCL

11.11开门红
来包红包雨
每满1000减100 上不封顶

爆品提前购

11.11

预约抢豪礼

马天宇
TCL全球品牌代言人



Desktops ▼



Mobiles ▼



Oct. 2018

Tmall's Double 11 Shopping Day



• Key Skills

Resource Integration •
B2C Marketing •
Brand Consistency •

TCL



大咖价到

各品类分会场
领券最高省**800**

爆品直降**800**



Desktops ▼



Mobiles ▼



May. 2017

JD.com's 618 Shopping Day

Dw Ps



• Key Skills •

B2C Marketing
Visual Branding
Interaction

TCL 欢乐好声音

过年不疔
新年好
冰洗新体验

对开门冰箱仅2599



Desktops ▼



Mobiles ▼



Jan. 2017

Spring Festival Promotions

Dw Ps

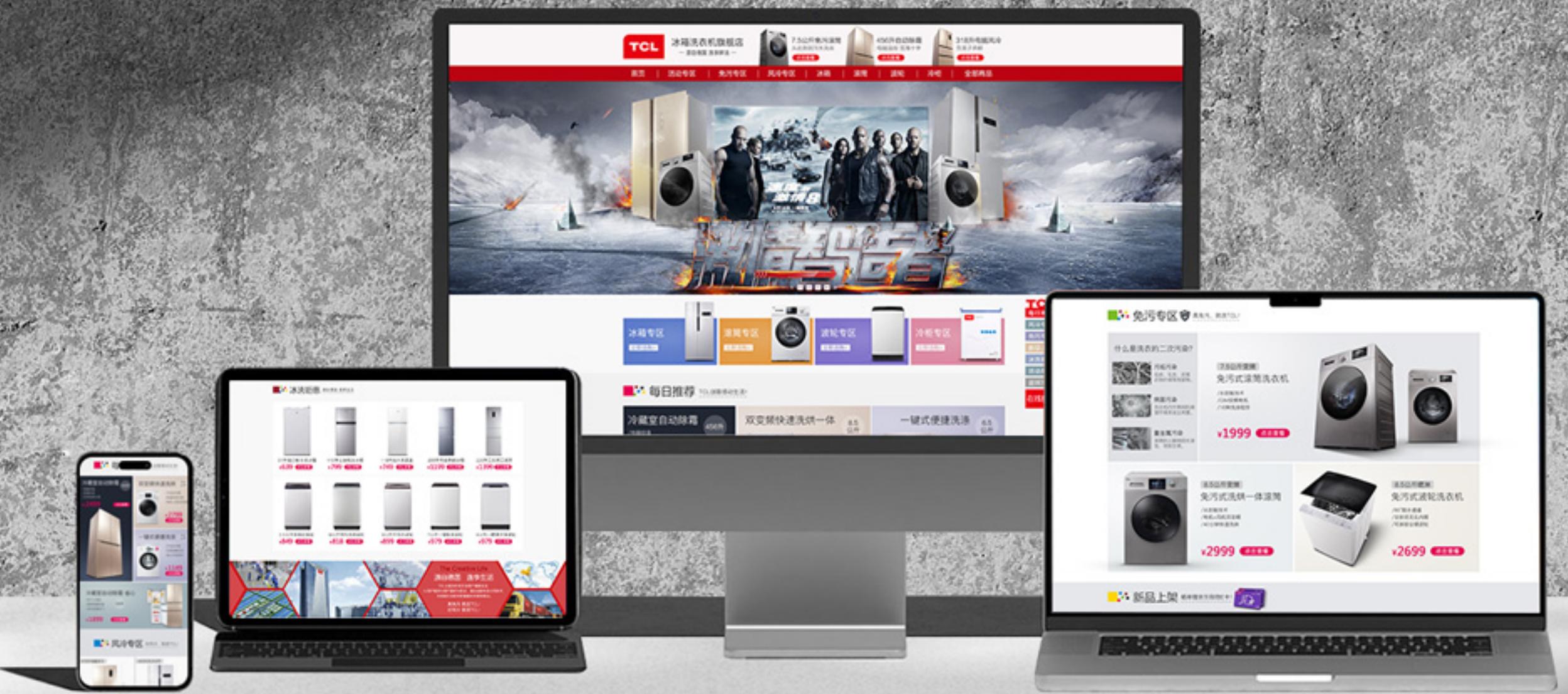


Key Skills

- Resource Integration
- Marketing Strategies
- Visual Branding

06

Website Page



Apr. 2017

TCL Online Store at JD.com



Key Skills

- Web Design
- User Interface
- Brand Consistency

Mobiles ▼

每日推荐 **TCL创意感动生活!**

冷藏室自动除霜 450升
/电脑控温 /宽薄机身 /空间利用大师
¥2499 点击查看

双变频快速洗烘 8.5公斤
/不伤衣内筒 /低温快速冷烘 /电机+风机双变频
¥2799 点击查看

一键式便捷洗涤 6.5公斤
/不伤衣内筒 /四季智慧洗涤 /省心中途添衣
¥1149 点击查看

冷藏室自动除霜 省心
/四门三温区 /智尚电脑控温 /法式宽薄多门
¥1899 点击查看

风冷专区 好风冷，就选TCL！

Desktops ▼

TCL 冰箱洗衣机旗舰店 — 淘宝热卖 淘宝精选 —

首页 | 活动专区 | 免污专区 | 风冷专区 | 冰箱 | 滚筒 | 波轮 | 冷柜 | 全部商品

每日推荐 **TCL创意感动生活!**

冷藏室自动除霜 450升
/电脑控温 /宽薄机身 /空间利用大师
¥2499 点击查看

双变频快速洗烘 8.5公斤
/不伤衣内筒 /低温快速冷烘 /电机+风机双变频
¥2799 点击查看

一键式便捷洗涤 6.5公斤
/四季智慧洗涤 /省心中途添衣 /不伤衣内筒
¥1149 点击查看

冷藏室自动除霜 288升
/电脑控温 /法式多门 /四门三温区
¥1899 点击查看

什么是自动除霜?
位于冰箱背面的除霜系统
根据用户开门频率
智能判断除霜，告别除霜烦恼!

风冷专区 好风冷，就选TCL！

为什么选择TCL风冷冰箱?
制冷快、噪音小、更节能、更健康

476升 保鲜风冷无霜 智能电脑控温
/保湿技术 /深冷保鲜 /负离子除味
¥3699 点击查看

430升 净味养鲜 电脑风冷无霜
/保湿技术 /深冷保鲜 /四门三温区
¥2699 点击查看

318升电脑风冷
228升电脑风冷
207升电脑风冷
198升电脑风冷

07

Photography





Thank You for Scrolling



Designer: **Xia Wu**



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