

Xia Wu

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

WORK EXPERIENCE

TCL Technology Co., Ltd, China

Intermediate Human/Computer Interface Designer

Sep. 2021 – Aug. 2022

- Collaborated with cross-functional team (R&D, suppliers, etc.) to produce UI artifacts (sketches, renderings, physical prototypes, user interactions) for washing machines and refrigerators. 4 UI designs hold Chinese patents.
- Researched users, markets, and competitors to gain design insights, which were transformed into actionable designs, resulting in 12% increase in user satisfaction for the TCL washing machine UI.
- Created and maintained UI standards for TCL washing machines and refrigerators, ensuring consistency across UI elements and interactions. TCL washing machine UI 2.0 was a 2021 IF Design Award finalist.
- Managed end-to-end UI design projects (domestic, international, OEM). Offered guidance and feedback to the team to meet requirements and deadlines. 18 projects reached final production, while 7 moved to prototype.

Senior E-Commerce Graphic Designer

Aug. 2019– Aug. 2021

- Partnered with sales to gather weekly design requirements and feedback (CTR, customer reviews, etc.), leveraging analysis results to iterate designs, contributing to annual sales of \$340 million.
- Coaching design teams in developing visual guidelines consistent with the TCL identity, tailored to 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, resulting in a 442,000-follower boost (JD.com) within a year through diverse content strategies.
- Collaborated across TCL industries (TV, air conditioner) to integrate marketing resources (content, events, branding, advertising, etc.), resulting in a 24.7% increase in popularity for TCL refrigerator and washing machine.

Intermediate E-Commerce Graphic Designer

Mar. 2016 – Jul. 2019

- Delivered diverse digital assets (posters, websites, mobile pages, etc.) tailored to the requirements of marketing projects, leveraging psychological principles to influence user decisions.
- Crafted video scripts, managed shooting plans, and supervised shooting and editing processes for TCL product promotional videos, leading to a 19-second increase in average page duration after the launch.
- Applied A/B tests to analyze user behavior under different colors or copywriting styles and optimize design.

PROJECT

Classification of Human Activity Using Machine Learning Algorithms

May. 2023 – Jul. 2023

- Utilized **Python** for data processing, exploration, feature selection, modeling, hyperparameter tuning, and evaluation.
- Employed various machine learning models (Logistic Regression, Random Forest, Support Vector Machine, etc.) on the dataset, with the Random Forest model achieving peak performance (test accuracy=0.96).

EDUCATION

- **M.E., Management Sciences**, University of Waterloo, Canada

Sep. 2022 – Aug. 2023

Main courses: Experimental Design, Big Data, Statistical Methods for Data Analytics, Quantitative Data Analysis

- **B.E., Industrial Design**, Anhui Polytechnic University, China

Sep. 2011 – Jun. 2015

Main courses: Product Design Method, Materials and Manufacturing; Ergonomics, Design Thinking and Basics

SKILLS

- **Software Proficiency:** Adobe Creative Suite (Photoshop, Illustrator), CorelDRAW, Sketch, Figma
- **Practical Experience in Design:** Project Management, E-commerce Website Design, User-Centered Design Principles, Data-driven Optimization, Content Marketing
- **Domain Knowledge in Data Analysis:** Experimental Design, Statistics, ML Algorithms, Python, SQL, R