

Xia Wu

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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.

EDUCATION

- M.E., Management Sciences & Graduate Diploma of Data Analytics** **Sep. 2022 – Aug. 2023**
University of Waterloo, Canada
Relevant courses: Big Data, Statistical Methods, Quantitative Data Analysis, Experimental Design
- B.E., Industrial Design, Anhui Polytechnic University, China** **Sep. 2011 – Jun. 2015**
Relevant courses: Product Design Method, Materials and Manufacturing, Ergonomics, Design Thinking and Basics

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).

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, prototypes, 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.

SKILLS

- Software:** Adobe Creative Suite (Photoshop, Illustrator), CorelDRAW, Sketch, Figma
- Data Analysis:** Experimental Design, Statistics, ML Algorithms, Python, SQL, R
- Practical Design:** Project Management, Website Design, Design Principles, Data-driven Optimization, Marketing