

# Hello

## My name is Xiaoxi Zheng

UX Interaction Designer at GE, Oil & Gas

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### Summary

End to end experience designer passionate about translating complex problems into human-centered interactions and crafting scalable solutions across digital interfaces. ...

### Education

**Bachelor of Science** Digital Arts & Sciences

University of Florida

### Experience

**UX Interaction Designer - GE Oil & Gas Digital** Baker Hughes, a GE company

Jul 2017 – Present San Ramon

- Create end-to-end designs by defining user models, storyboards, IA, wireframes, mockups, and prototypes
- Continuously evaluate the usability of current product offerings and propose constructive design component enhancements
- Build scalable web-based prototypes and demos to validate feature proposals, usability, and workflows
- Collaborate with the Data Science Analytics team to explore innovative design solutions in the space of using machine learning to solve the toughest O&G industry pain points

**Undergraduate Researcher** LearnDialogue Research Lab

Sep 2016 – May 2017 Gainesville, Florida Area

- Designed and developed an easy-to-use block-based programming activity with Google's Blockly to enhance conceptual computer science learning in middle school classrooms.
- Piloted an empirical research study and published opportunities to make computer science concepts more accessible in the context of science in the proceedings of the 49th ACM Technical Symposium on Computer Science Education (SIGCSE)

**UI/UX Designer & Mobile App Services Intern** Atmosphere Apps

May 2015 – Jan 2017 Gainesville, Florida Area

- Created and defined journey maps, IA, wireframes, and product designs based on client proposals
- Collected end-user feedback and balanced with strategic business objectives for quality design iterations

**Software Engineering Intern** Voalte

May 2016 – Aug 2016 Sarasota, Florida Area

- Implemented UI changes and performed bug fixes on the IOS team using [Objective-C] to improve end-user experience
- Wrote iOS demo app to demonstrate libVoalte framework for third party developers to aid in the process of new strategic partnership acquisition
- Evaluated Voalte Platform's UI/UX and pushed findings and standardization of design process to engineering and product management

### Projects

**Ivy Direct** Freelance

May 20, 2018

Buying a home is an exciting milestone, yet many struggled when it comes to applying for mortgages. Confused in the land of financial terminologies, bombarded with phone calls, home buyers are often being pulled left and right about what needs to be done in order to score the best mortgage for their situation. Ivy Direct replaces an existing mortgage application process heavily rely on offline communication and emails with a web application to streamline borrower and loan officer interactions. Borrowers can now get a realistic estimation of their mortgage terms in minutes and are guided in the mortgage application process every step of the way.