

# Xiaoxi Zheng

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

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**Portfolio:** <http://xiaoxizheng.com/>

## EXPERIENCE AND ACHIEVEMENTS

### GE Oil & Gas Digital — UX Interaction Designer

San Ramon, CA - July 2017 - PRESENT

Design enterprise solutions by combining Artificial Intelligence and Machine Learning capabilities to consolidate, aggregate and visualize data in real time for actionable insights

Define user stories, information architecture, and create wireframes, visual design, and prototypes to solve the toughest Industrial IoT pain points

Prototype with Framer and Principle to validate feature proposals, usability, and workflow

### University of Florida — Undergraduate Researcher

Gainesville, FL - September 2016 - May 2017

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 SIGCSE)

### Atmosphere Apps — Mobile Apps Services Intern

Gainesville, FL - May 2015 - Jan 2017

Created mobile app designs, web designs, and performed app store optimization in a fast-paced mobile app development agency

Collected end-user feedback and balanced with strategic client objectives for quality design iterations

### Voalte — Software Engineering Intern

Sarasota, FL - May 2016 - August 2016

Implemented UI enhancement and performed bug fixes (with Objective-C) on Voalte's healthcare applications, improved user engagement

Evaluated Voalte Platform's UI/UX and presented findings to engineering and product management leading to better communication and standardized product development cycle

## EDUCATION

### University of Florida — B.S. Digital Arts & Sciences

## SKILLS

Information Architecture

User Experience Design

Sketch App

Adobe Creative Suite

Framer

Unity3D

Principle

HTML/CSS/Javascript

## PROJECTS

### Ivy Direct

May 2018 - July 2018

An easier and simpler mortgage application guiding frustrated home buyers with clearer directives to secure their best interest rate.

### Site Asset Tracking System

September 2016 - May 2017

Lead a multidisciplinary design engineering team of 6 to develop an end to end indoor mapping IoT (Internet of Things) system.

Managed project from ideation, research, IA, visual design to software requirement specifications and quality assurance.

## LANGUAGES

English (Native)

Chinese Mandarin (Native)

## COVER LETTER

**Hello!**

I am a product designer on the data science team at Baker Hughes, GE. I design for some of the most complex industrial enterprise applications utilizing AI and ML. In my day to day, I collaborate across multi-discipline teams and design for technical personas in the oil & gas industry along with internal data scientists and SMEs. I think and care deeply about their workflows and consciously think about how to design for large volume of datasets in a reasonable manner. I believe I am a good fit because I:

- Have translated product strategies into intuitive experiences that scale and optimized client workflow by more than 100x
- Thrive in fast pace environments
- Enjoy bringing different disciplines together so we can radically elevate the experience of products

I'm excited about this opportunity and look forward to hearing back!

Cheers,

**Xiaoxi Zheng**

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## Case Studies

Analytic Network Visualizer (Password: 5y5t3m\_of\_5y5t3ms):

<https://www.uxfol.io/project/04587272/System-of-Systems>

Production Optimization Application:

<https://www.uxfol.io/project/04b52830/IntelliStream-Muti-Well-Optimization>

Mortgage Lending Application: <https://www.uxfol.io/project/04b5282f/IVY-Direct->