

# 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

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 feature updates

Build scalable web-based prototypes and demos to validate feature proposals, usability, and workflows

### 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 product designs(IOS & Android) with journey maps, IA, wireframes, and mockups based on client business objectives

Collected end-user feedback and balanced with strategic business 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, improving user engagement and client satisfaction

Evaluated Voalte Platform's UI/UX and presented findings to engineering and product management

## EDUCATION

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

## SKILLS

Information Architecture

User Experience Design

Sketch

Adobe Creative Suite

Framer Prototype

Unity3D

Java

C#

HTML/CSS/Javascript

## PROJECTS

### Lomie

November 2017 - Current

A personal finance app aiming to encourage financial responsibility through positive reinforcement.

### Site Asset Tracking System

September 2016 - May 2017

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

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

## LANGUAGES

English (Native)

Chinese Mandarin(Native)