


Product Designer

KYLO XUE

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 kyloxue

 647-894-6084

EDUCATION

2014 - 2015

Master of Digital Media

Ryerson University

2009 - 2013

Honours, Geography and Environment Management

Psychology Minor

University of Waterloo

SKILLS

Design

Adobe XD | Framer | Photoshop |
Illustrator | After Effect | InDesign |
Sketch | Invision | Principle
Figma | Premier | Framer

Technical

HTML5,	Cinema 4D
SASS, CSS	Fusion 360
Javascript	AutoCAD
React JS	Arduino
ThreeJS	

Design & Develop skills

User-Centric Design | User Research
Interactive Storytelling | Agile Design
Sprint | Product Design | Illustration | UX
| Wireframe | UI Usability Test | Content
Strategy | Data Analysis | Prototyping |
Cross-Team Collaboration

EXPERIENCE

June 2019 - Present

Sr. Product Designer

Joist

Feature Strategy & Development: Responsible for feature development that is key to the company vision & business sustainability. Initiated & Led the research, interview, ideation, validation process to fulfil usability & business needs.

UX Lead: Oversaw & optimized the wholistic user experience throughout the app.

Sep 2016 - May 2019

UX/UI Designer

SPINVFX

App Launch: Product designer for BrioVR - a web-based VR/3D SaaS app. Developed the app in collaboration with programmers and product managers practicing user-centred UX methodologies.

Drive Engagement: Boost conversion & retention using Data-driven design.

June 2015 - Aug 2016

User Experience / User Interface Designer

DEMHUB

Site Launch: UX / UI designer for the company 's website, solved user flow problems and increased session duration by 50%.

Increase Usability: Identified and fixed usability issues by conducting heuristic tests. Conversion Improvement: Created colour codes, UI elements & templates that increased the conversion rate.

Jan 2016 - Dec 2016

Graduate Research Assistant

University of Toronto

Project Lead for IOT gardening system constructed by physical and digital interfaces.

Increase Efficiency: Reduced the input time for forms and report by twice and increased project member involvement and weekly contribution.

Nov 2013 - Aug 2014

Website Designer

Canada Computers & Electronics

Site Management: Created micro-sites and fixed front-end problems that led to complete customer satisfaction rate.

Event Launch: Co-led UI/UX and visual design for special events and promos which outperformed landing page visits.