



# Product Designer

# KYLO XUE

 kyloxue.com

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 kyloxue

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## 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

Sep 2016 - Present

### 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.

Sep 2012 - Sep 2013

### Graphic Designer - Students' Activities

University of Waterloo - Federation of Students

**Branding:** Co-designer to plan and re-brand the University's students driven organizations. Designed multimedias to promote events covering over 29,000 students.