

## DAITO DESIGN DESIGN STRATEGIST

Austin, TX | Aug 2018 - present

### (ND) FORTUNE 100 ENERGY COMPANY

#### Designer, Analyst

Onsite process research (user interviews, operator observations) to gather data for proof of concept to propose one of the largest digitization initiatives with a potential 10-15 year timeline

Designed a functional calculator with input/output variables to easily analyze 48 different economic scenarios if digitization strategy were to be employed; reported on the profitability of each (up to \$30+ million in net project benefit for conservative estimates)

Worked with team of researchers and designers to finalize report to plant innovation team; awarded new contract heavily due to calculator

## FREELANCE DESIGNER

Austin, TX | Mar 2018 - present

### ApriHealth, Inc. Visual Designer

Heuristic and usability review and redesign of existing screens for a predictive Alzheimer's risk factors app; design investor decks; employed healthcare specialist under contract to aid with technical aspects and intuition behind screen designs

### Aero Capital Solutions, Inc. Visual Designer

Developing comprehensive design update plan including design thinking training, presentation and sales templates; employed junior graphic designer for design execution

### Quake Capital Painter

Planned, designed, and painted 7' x 6' indoor office wall mural for a startup accelerator's entertainment space

## SLIDE UX ASSOCIATE UX DESIGNER

Austin, TX | Mar 2018 - Aug 2018

### St. Edwards University UX Researcher

Helped develop a research plan to increase conversion rates and improve navigation on the homepage; conducted and analyzed user interviews

### DesignerInc. UX Researcher Visual Designer

Synthesized hypotheses for heavy user dropoff rates and led user interviews to evaluate hypotheses; suggested updated visuals and delivered new desktop, mobile, and tablet UI straight to client

### ICF International Visual Designer

Illustrated graphics to send to animation; concepted and mocked up final bid for an updated news page

## TANDEM STUDIO CO-FOUNDER & DIRECTOR

Austin, TX | Sept 2017 - May 2018

Founded student-run design agency focused on delivering affordable and professional design services to student organizations and startups, local nonprofits, and small businesses

Developed project management system using Trello, Slack, and Square to ensure quality consistency, client retention, and designer satisfaction

Led weekly critiques, strategy brainstorming sessions, and client pitches, as well as led design execution for longer projects.

*Notable clientele includes: Montalvo House Historical Landmark, HackTX, Ranch Hand Food Truck, Elite Sweets, Genesis Program, UT Women's Health Center, SocialWithin*

## TEXAS CONVERGENT DESIGN LEAD

Austin, TX | Aug 2017 - present

Created a unique design curriculum and brand identity for UT's first interdisciplinary technology incubator and presented to 100+ prospective members

Leading a team of designers, analysts, and developers to develop an improved multi-sided iOS/Android application for **University of Texas Parking & Transportation (SURE Walk)**

## PWC TRANSACTIONS ADVISORY INTERN

New York, NY | Jan 2018 - Mar 2018

Utilized Microsoft Excel, PowerPivot, PowerQuery, and Data Analysis Expressions (DAX) to organize, analyze, and visualize large data files

Helped build comprehensive data packs for involved parties in order to communicate financial standing of large companies; parced through target or seller companies' financial statements and identify discrepancies or unexpected trends to build towards a normalized EBITDA for up to \$4 billion deals

# annie xue

**data-driven design  
strategist, visual/  
interaction designer**

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## UNIVERSITY OF TEXAS AT AUSTIN

Design Strategies Certificate  
Spring 2019

B.B.A. in Accounting  
Fall 2018

## RELEVANT COURSEWORK

Interaction Design

Sketching for Design  
Thinking and Concepts

**argodesign:** Making Real  
World Design

**IBM:** Advanced Design  
Thinking Studio

Introduction to Prototyping

## TOOLS & SKILLS

Illustrator  
Sketch, InvisionStudio, Figma  
Procreate  
Invision  
Zeplin  
HTML/CSS  
Microsoft Excel  
PowerPivot/PowerQuery

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Drawing and Painting  
Visual/Interaction Design  
Product Design  
Logo and Brand Identity  
Business Analytics  
Financial Modeling  
Enterprise Digitization

**MLH HackTX Hackathon**  
2018, Second Place

**TX Convergent Demo Day**  
2018, Best Overall

**McCombs Forging The Future**  
2017, Winner

**University Honors**  
2015, 2016, 2017

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