annie xue

data-driven design strategist, visual/ interaction designer

DAITO DESIGN DESIGN STRATEGIST
Austin, TX | Aug 2018 – present

Onsite process research (user interviews, observations) to gather data for proof of concept to propose complete digitization initiative with a potential 10+ yr timeline

Designed an Excel 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)

PART-TIME FREELANCE DESIGNER
Austin, TX | Mar 2018 – present

Rethink and improve on the workflow experience of a platform that aims to automate tedious workpaper matching. *Contract Simply*

Heuristic and usability review and redesign of existing screens for a predictive Alzheimer's risk factors app; design investor decks; employed healthcare specialist to aid with technical aspects and inuition behind screen designs: *Aprihealth Inc.*

Helped develop a research plan to increase conversion rates and improve navigation on the homepage; conducted and analyzed user interviews: *St. Edwards University*

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 straght to client: *DesignerInc.*

PWC M&A ADVISORY INTERN
New York, NY | Jan - 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 in order to communicate financial standing of large companies; parsed 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

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TANDEM STUDIO FOUNDER/DIRECTOR
Austin, TX | Sept 2017 – present

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

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

Notable clientele includes: Ranch Hand Food Truck, Elite Sweets, Genesis Program, UT Women's Health Center, SocialWithin, Texas Sleep Medicine, Aus. Speech Labs

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

Led team of designers, analysts, and developers to develop an improved multi-sided iOS/Android application for University of Texas Parking & Transportation

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UNIVERISTY 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

McKinsey & Co.: Quantitative Design Studio

Introduction to Prototyping

TOOLS & SKILLS

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

AWARDS & HONORS

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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