CHENXI BI

0766863911 | chenxibi.github.io | chenxi.bi@outlook.com | @linkedin

EDUCATION

MSc in Human Computer Interaction and Design   *Sep 2022 - Dec 2024*
Aalto University & Paris-Saclay University (Joint Degree)   *Espoo, Finland & Orsay, France*

BA in Digital Media   *Sep 2019 - Jul 2022*
University of Leeds   *Leeds, UK*

EXPERIENCE

Design Management Intern | *PetroChina Liaohe Oilfield Company*   *May - Jul 2023, Panjin, China*
  – Assisted the **design of a smart management system** for management of capital construction projects, supporting the **digital transformation** of the company;
  – Interviewed stakeholders to gather their needs; assisted designing the product features and produced a product requirements document (PRD) for future tendering.

Co-initiator and Product Designer | *Seeker (Startup Project)*   *Sep 2021 - Jun 2022, Remote*
  – Conducted user research, designed the product concept, and prototyped the user interfaces with Figma;
  – Streamlined communication between the Product Team and UX Team, leading to increased productivity;
  – Supported the team to win first place in an incubator competition, secured their mentoring support.

Member of Information Centre | *Chinese Students & Scholars Association in Leeds*   *Sep 2021 - Aug 2022, Leeds, UK*
  – Supported design, development and testing of the official website.
  – Managed the official social media account, created social content for 10+ events, increasing the event participation by 30% as compared to the previous year.

PROJECTS

ARISE | *Serious AR Music Game for Supporting Autistic Children*   *Nov 2022 - Jan 2023*
  – *Project Description*: For autistic children and their therapists; the players play the pre-set melody to collect cards, to fix their impaired virtual space (themes include garden and train); they can also set their own melodies for card exchange between players, to foster social interaction activities of autistic children.
  – *My Responsibilities*: **User research**, conducted online interview with an autistic adult to gain design insights; **UX design**, designed the gameplay and social mechanisms.
  – *Project Link*: @website; @github

SheWell | *UX Design for Women's Mental Health*   *Jul 2023*
  – *Project Description*: An app that uses digital twin technology to cater to women's mental health in all life stages.
  – *My Responsibilities*: Led the **desktop research**, including stakeholder & competitor analysis; **designed** product features, information architecture, and user interfaces.
  – *Project Link*: @website

Giraffe Kingdom | *AR Visual Novel for Promoting Climate Action*   *Mar 2023 - May 2023*
  – *Project Description*: By placing physical cards, the players can control the character and make choices, leading to multiple storylines and endings, thereby paying attention to the effects of climate change to wild animals.
  – *My Responsibilities*: Led the **game design**, actively communicated with the developer to determine achievable functions and produced game design documents accordingly; Made prototypes for testing and determined the final design based on feedback; Wrote the script; Code editing and modification.
  – *Project Link*: @website; @github

SKILLS

UI/UX Design : Mockups, Wireframes, Prototyping, Information Architecture, User Flows
UX Research : Usability Testing, Storyboarding, Surveys, Interviews, Journey Mapping
Tools : HTML & CSS, JavaScript, LateX, Figma, Axure, Adobe Creative Suite, Microsoft Office Suite, Miro, Notion
Languages : English (Full Professional Proficiency), Chinese (Native)