


Cecilia Xie

User Experience Designer

 Cecilia.Xie17@gmail.com

 linkedin.com/in/cecilia-xie

 dribbble.com/cecilia_xie

Education

Duke University

B.S. Behavioral Economics Class of 2018

Relevant Coursework:
Psychology of Consumers
Social Psychology of Business

Danish Institute for Study European Business Strategy Fall 2016

Relevant Coursework:
European Business Strategy
Creative Industries

Projects

Sound of Austin *Mar 2020*

Researched, wireframed, and designed a music aggregation website while working closely with a PM and a team of engineers. Created multiple iterations of a logo for the client. Involved in usability testing.

GDI-DRC *Oct 2019*

Wireframed and fully re-designed a responsive website with a focus on web accessibility for a French speaking charity in the Democratic Republic of the Congo.

Leadership

Technical Liason & Social Media Director *2017-2018*

Duke Swing Performance Club

Founding Member & Media Coordinator *2015-2018*

Duke University Progress. Period.

Membership & Marketing Chair *2015-2016*

Scale and Coin Business Society

Duke Students Admissions Ambassador *2015-2018*

The Devil's Advocates

Experience

Allstate

2018 - Present

Leadership Development Rotational Program



- **Agent Social Media Consultant:** Managed the launch of Instagram as a compliant social media network
- **Sales Research Analyst:** Developed inaugural methods of analyzing call data to increase visibility of trends
- Promoted increasingly effective "talk-paths" to reduce average call time and increase overall volume of sales

Blue Cross Blue Shield

Summer 2017

Business Process Consultant



- Planned and executed an end-to-end process walk-through workshop for 25 managers across 3 divisions to clearly define scope across departments
- Created a best practices engagement model and developed an enterprise-wide communication plan

Duke University

Summer 2016

Conference Coordinator



- Coordinated day-to-day operations of summer conferences, events, and camps to over 65 different summer groups and over 8,500 visitors to Duke's Campus
- Cultivated and preserved close relations with clients in order to establish full customer satisfaction

Felicitous Photography

2017 - Present

Founder and Owner



- Garnered over \$2,000 in revenue and has captured images published in various magazines and galleries
- Designed an original logo and watermark
- Devised a promotional photo-shoot advertisement that reached an audience of 1,140 members

Skills

Design

User Research, UI Design, Usability Testing, Graphic Design, Copywriting, Card Sorting, Task and Content Analysis, Rapid Prototyping, Personas, Low-to-High Fidelity Wireframes, User Journeys, Storyboarding, Digital Photography

Software

Figma, Lightroom, Illustrator, InDesign, Sketch, Photoshop