

Cecilia Xie

User Experience Designer

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Education

Duke University

**B.S. Behavioral Economics
Class of 2018**

Relevant Coursework:
Psychology of Consumers
Social Psychology of Business
Graphic Design

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 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

Chief Relations Officer 2020 - Present
Develop for Good

**Technical liason
& Social Media Director** 2017-2018
Duke Swing Performance Club

**Founding Member
& Media Coordinator** 2015-2018
Duke University Progress. Period.

**Membership
& Marketing Chair** 2015-2018
Scale and Coin Business Society

Experience

Develop for Good

2020-2021

User Experience Designer & Product Manager

- Re-designed the layout and user flow of the Sambhali US nonprofit website utilizing research results from card sorting tasks, competitive analysis, and persona creation
- Managed a team of six designers and arranged weekly meetings to present wireframes and research findings to client Board of Directors

NDA Tech Start-Up

2020-Present

User Experience Designer

- Designing an inaugural mobile application along with a logo, style guide, and full brand identity from scratch
- Constructing and refining complex user flows for two distinct user groups, "customers" and "businesses"
- Collaborate with stakeholders and developers in weekly meetings to present new iterations of wireframes

Allstate

2018-Present

Leadership Development Rotational Program

- **Project Manager ('20-'21):** Oversee and optimize project deployments and new initiative operations for CCC sales
- **Sales Research Analyst ('19-'20):** Analyzed large volumes of call data to recommend more efficient talk paths
- **Agent Social Media Consultant ('18-'19):** Managed launch of Instagram as a compliant social media network

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

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