FEI XIE

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PERSONAL PROFILE

As an enthusiastic UX designer, I aspire to utilize my UX skillset to craft empathic, inclusive and meaningful products for people. I gain the most satisfaction when I develop and consolidate my design skills after completing challenging projects. Adapting to dynamic environment quickly, I thrive in an agile environment through constantly seeking feedback, sharing ideas and exchanging knowledge with each other. I am looking for ways to optimize my workflow and design process all the time.

EXPERIENCE

UX designer - Freelance
uTao - Shipping service review platform

📅 Sep. 2020 –– Present   📍 Remote

- Conducted qualitative research and competitive analysis based on analysis of existing business objectives. Transfer the collected data into strategic recommendations. Refined the customer journey and user flow.
- Designed and validated wireframes and interfaces for the Wechat Mini Program through iterations.

Conversational UX designer
Thesis: Learning cross-lingual embeddings for an AI conversational audiologist chatbot

📅 Mar. 2019 –– Sep. 2019   📍 Oticon and DTU

- Researched and identified problems through stakeholder talks. Executed user interviews, contextual inquiry and usability testing.
- Map user pains with hearing aid fitting parameters. Designed user journey and prototyped conversational interactions.
- Working cross-functionally with the project manager and a developer to implement hi-fi responsive prototype.

Co-Founder, content producer
Bokchoii_official - Strengthen the cultural ties

📅 Dec. 2020 – Present   📍 Copenhagen

- Researched and identified customer group. Applied Lean start-up methodology across branding and product design.
- Produced and curated digital content.

EDUCATION

Msc in Digital Media Engineering – **Technical University of Denmark (DTU)**

📅 Sep. 2016 – Sep. 2019   📍 Lyngby, Denmark

BEng in Radio and TV Engineering – **Communication University of China (CUC)**

📅 Sep. 2012 – July 2016   📍 Beijing, China

SKILLS

👥 Design

- User persona
- User journey mapping
- Wireframing
- Rapid Prototyping
- Contextual inquiry
- Usability testing
- A/B testing / Multivariate testing
- Design sprint

💼 Tools

Adobe XD   Figma
Adobe Premiere Pro

Listed some of my favs, I'd be happy to adapt to new tools.

</> Programming

- HTML5/CSS/Javascript
- Python

LANGUAGES

English (Proficient)

Mandarin (Native)

Danish (Module 2+Duolingo)

EXTRACURRICULARS

Hacking Habits - Dansic'19 Idea Lab for sustainable travel

📅 4th Mar. 2019   📍 Copenhagen

- Created user persona. Redesigned the user journey. Worked with 2 non-design stakeholders to align business strategy and articulate design decisions.

HOBBIES

- 🍸 Cook and explore authentic food.
- 🎤 Participant in UX events or workshops to keep updated with design trends.