

# QIHAN XU

## UX DESIGNER

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### Education

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#### McGill University

Montreal, Canada | Sep. 2012 – May. 2015

M.Sc. in Computer Science, School of Computer Science

#### Xiamen University

Xiamen, China | Sep. 2008 – Jul. 2012

B.Eng. in Digital Media Art, Software School

### Design Methods

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Competitor Analysis

Storyboard | User Journey Mapping

Survey | Interviewing | Persona development

Sketching | Wireframing | Prototyping

Usability Testing | Heuristic Evaluation

### Tools

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Adobe Creative Suite | MS Office

Sketch | Framer

Axure | Invision | UXPin

Sublime | Atom | Github

Unity3D | Maya

### Development

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HTML | CSS (Sass) | Javascript

Java | PHP | C#

AngularJS | jQuery

Webpack | Gulp | Grunt

Git | SVN

### Languages

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English

Fluent

French

Intermediate

### Work Experiences

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#### Core UX Designer

Booking.com | Shanghai, China | Mar. 2018 – Present

- Responsible for landing and campaign experiences to either acquire or retain users.
- Leading vision-based design of a functional, flexible, scalable and measurable marketing tool that connects customers, products and marketplaces thoughtfully, seamlessly and engagingly.
- Building customer loyalty through program that encourages, promotes and incentivizes repeat bookings and returning customers.
- Specializing in hypothesis-based A/B testing formed by quantitative and qualitative data. Iterating results through statistical outcomes.

#### UX Designer, Front-end Developer and Co-founder

TranscenTec Co. Ltd | Chongqing, China | Feb. 2016 – Sep. 2017

- Designed web and mobile experiences of project Tran3D, an O2O platform that distributed 3D printing services. Led and coordinated team through whole process of shipping MVP online.
- Responsible for user research. Carried out surveys and interviews as well as developing personas that target different user groups. Conducted usability test and heuristic evaluation as feedback.
- Responsible for visual and interaction design. Defined visual assets and styles based on Material and Flat Design. Decomposed complexities into hierarchical modules that design methods such as storyboard, sketching, wireframing and mid-fidelity prototyping were applied to. Provided responsive layouts for cross-platform usage.
- Front-end development: writing reusable CSS, building system via AngularJS, designing API end points and modularizing with webpack.

#### UX Designer and Developer

Guhao Dental Lab | Chongqing, China | Apr. 2016 – Jun. 2016

- Bootstrapped brand identity that incorporated company's new image and value. Work involved logo, namecard and product photography.
- Built high-fidelity prototypes of mobile app that facilitated production pipeline and individual management, used by 50+ employees.
- Led UI/UX design for mobile-first company's website. Created site map and responsive prototypes. Implemented with AngularJS and Laravel under an agile development environment.

### Publications

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- Q. Xu, J. Tremblay, and C. Verbrugge. Generative Methods for Guard and Camera Placement in Stealth Games. In Proceeding of the Tenth Annual AAAI Conference on Artificial Intelligence and Interactive Digital Entertainment, AIIDE, 2014.