Di Xiao
UX Researcher / Designer

EDUCATION

Aug 2016 – Expected May 2018

University of Maryland – College Park, US
Human-Computer Interaction Master   GPA: 3.9 /4.0

Sep 2012 – Jun 2016

Southeast University, China
Bachelor of Information Engineering   GPA: 87 /100

PROFESSIONAL EXPERIENCE

Oct 2017 - Current

Maryland International Incubator (MI2), UMD
Web Designer/Developer, Database Manager

– Design and develop a new website of MI2.
– Design an online questionnaire and the database.
– Prioritize the significance of information collected.

May - Aug 2017

Anacostia Watershed Society + UMD
UX Researcher/ Designer/ Front-end Developer, NatureNet Project

– Created an information architecture **(IA)** for information resources.
– **Participatory Design**: Interviewed watershed stewards (clients and users), conducted user testings on mock-up, then analyzed outcomes into the usability report.
– Developed front end of the website watershedinfo.umd.edu based on approved design.

Aug - Oct 2015

Huawei Technologies Co., Ltd. Nanjing Institution
UX Design Intern, User Centered Design (UCD) Center

– Participated in user research and product comparison for a Huawei payment App.
– Collaborative image-oriented front-end development for an international conference, including the layout, flow design, and user-friendly help documents.

Sep 2013 - Jun 2015

Newly-emerging Media Department, Southeast University
Department Manager, Information School

– Shot and made videos, drew posters for multiple school activities.
– Updated content for the school social platforms (e.g. Wechat).

Jun - July 2012

Shanghai Pudong Development Bank, Nanjing Subbranch
Banking Business Assistant Intern

– Assisted with clients to handle personal banking business.
– Sorted out data of the corporate and personal banking business.

SOCIAL EXPERIENCE

Aug - Sep 2013

Assisted with education in Guizhou Province, teaching poor children with undereducated backgrounds.

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📞 1(240)-413-9844
✉ xiaodishaw@gmail.com
⌨ https://gogolauren.github.io/di-site/ (*portfolio)

CORE DESIGN & RESEARCH EXPERIENCE

Sep - Oct 2016

Prototype Design – A Mobile Education App
UX & UI Designer

– Generated and compared **personas** based on user research, drew **wireframe** with Axure.
– **Iteratively prototyped** with Sketch and Invision.

Oct - Nov 2016

Mobile App Design – An Inclusive Recipe App
User Researcher, UX & UI Designer

– Broke down problems, analyzed 2 target users: normal users and visually impaired users.
– Collected user background information.
– Determined design points for the two groups of users.
– Conducted **A/B testing** during the prototype design.

Feb - May 2017

Usability test – Apple's MacBook Pro Touch Bar Functionality Test
UX Researcher, Data Visualizer

– Conducted two rounds of **pilot test**, and revised tasks accordingly.
– Methods used include **strict observation**, **think aloud**, pre- and post-test **questionnaires**, and **interviews**.
– Qualitatively and quantitatively analyzed user data and drew data visualization diagram.
– Proposed vital recommendations to the Apple's Touch Bar.

Aug - Sep 2013

Parking Lot Navigation Web-based Software Design
UI Designer & Framework Developer

– Developed on Visual C++ platform, presented free carport and drew the nearest path for users.
– Designed work flow and constructed framework.
– Independently completed all UI work using MFC visualization techniques and saved much time used to be wasted on compilation.

SKILLS & INTERESTS

– HTML/CSS, JS, PHP, MySQL, MATLAB, C++, SPSS, Adobe Suite, Sketch, Axure, Tableau, LaTeX
– User Research, UX Design, Data Visualization
– English, Chinese Language
– Chinese Dance, Rhumba, Movie