Di Xiao

UX Designer / Researcher

⌂ | 8204 Baltimore Ave, College Park, MD 20740
☏ | (240) 413-9844
✉ | xiaodishaw@gmail.com
@ | https://gogolauren.github.io/di-site/ (*portfolio)

SKILLS SUMMARY

- ✓ **Programming Langauges**: HTML/CSS, JavaScript, C++, php, LaTeX
- ✓ **UX Design**: persona, wireframe, prototype | Axure, Sketch, InVision, Adobe Suite (Ps/Ai/Xd/Lr/Pr/Ae)
- ✓ **UX Research**: strict observation, think aloud, interview, pre-/post-test questionnaire
- ✓ **Data Management**: CMS | MATLAB, SPSS, MySQL
- ✓ **Data Visualization**: Tableau, D3 *Link*
- ✓ **Language**: English, Mandarin
- ♪ **Visual**: Photography *Link*, Film Production *Link*

PROFESSIONAL EXPERIENCE

Oct 2017 - Present

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

– Design and develop a new website for MI2.
– Design a database to store collaborators' information.
– Prioritize the significance of information submitted on the web page.

May - Aug 2017

Anacostia Watershed Society + UMD *Link*
UX Designer, Front-end Developer in *NatureNet* Project

– Created information architecture for information resources.
– Conducted iterative participatory design: interviewed clients and users, conducted user tests on mock-ups, then presented findings in a usability report.
– Developed front end of the *website* 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.
– Designed the layout and developed webpages for an international conference.

Sep 2013 - Jun 2015

Newly-emerging Media Department, SEU
Department Manager

– Produced videos and posters for multiple school activities.
– Updated content for the school social platforms.

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 (SEU), China
Bachelor of Information Engineering
GPA: 87 /100

CORE RESEARCH EXPERIENCE

Sep - Oct 2017

Contextual Design – Get Millennials To Parks
UX & UI Designer *Link*

– Conducted 12 field interviews; interpreted them into 8 typical user identities and 12 places in a park map.
– Drew 3 product concepts: Park Map App, Share System, and Park Arts System. The client chose to follow up the Park Map App design.

Feb - May 2017

Web Applications Design For Seniors *Link*
UX, UI Designer & User Analyst

– Participatory-designed 2 concepts for web assistant: horizontal split screen chat vs. right click gesture.
– Determined the final design from user test result: a task-based chatbot that answers questions and explains how to perform simple tasks without the user having to leave the page.
– The user gave the prototype a 4/5 in the final testing.

Feb - May 2017

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

– Revised tasks according to 2 rounds of pilot test.
– Screened and selected participants with an average of 10 years in using Apple products.
– Visualized test results of success ratio and average time consumed on each task (the longest took 222.5s).
– Identified common problems and made 5 key recommendations.

Oct - Nov 2016

Inclusive Recipe Mobile App Design *Link*
UX Researcher, UX & UI Designer

– Broke down problems, compared personas between normal users vs. visually impaired users.
– Created 2 separate design points and user flows.
– Applied voice control and auto play function to benefit hands-free users.