

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

- Designing and developing a new website for MI2.
- Designing database to store info of companies in cooperation.
- Prioritizing the significance of information filled on the web page.

May - Aug 2017
Anacostia Watershed Society + UMD [Link](#)
UX Researcher/ Designer/ Front-end Developer, NatureNet Project

- Created an **Information Architecture** for information resources.
- Iterative **Participatory Design**: Interviewed watershed stewards (clients and users), conducted user testings on mock-ups, then analyzed outcomes into the usability report.
- Front-end development for 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.
- 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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@ <https://gogolauren.github.io/di-site/> (*portfolio)

CORE DESIGN & RESEARCH EXPERIENCE

Sep - Oct 2017
Contextual Design – Shopping Behavior [Link](#)
UX & UI Designer

- Conducted 12 **Contextual Interviews**.
- Interpreted interviews, and consolidated into notes and 4 models (**identity model, physical model, day in the life model, sequence model**).
- Generated design ideas, and brainstormed stories.

Feb - May 2017
Web Applications Design For Seniors [Link](#)
UX/UI Designer & User Analyst

- Chose 2 out of 6 initial sketches (**horizontal split screen chat v.s right click gesture**), created 6 secondary sketches.
- Designed hierarchical functions, prototyped step by step.
- Determined the final design from user test result: a chatbot answers questions and explains how to perform simple tasks without the user having to leave the page.

Feb - May 2017
Usability test – Apple's MacBook Pro Touch Bar
Functionality Test [Link](#)
UX Researcher, Data Visualizer

- 2 rounds of pilot test, revised tasks accordingly.
- Methods used include **strict observation, think aloud**, pre- and post-test **questionnaires**, and **interviews**.
- Did quanti and quali analysis, visualized test results.
- Found shared problems, proposed vital recommendations.

Oct - Nov 2016
Mobile App Design – An Inclusive Recipe App [Link](#)
User Researcher, UX & UI Designer

- Broke down problems, compared **personas**: normal users v.s visually impaired users.
- Determined design points, created 2 different User Flows.
- Conducted **A/B testing** with users.
- Wireframed by Axure, prototyped by Sketch + InVision.

SKILLS & INTERESTS

- ✓ HTML/CSS, JS, PHP, MySQL, MATLAB, C++, SPSS, Adobe Suite, Sketch, Axure, InVision, Tableau, L^AT_EX
- ✓ User Research, UX Design, [Data Visualization](#)
- ✓ English, Chinese Language
- 🎵 Chinese Dance, Rhumba, [Photography](#), [Videos](#), Movies