

# Di Xiao

UX Designer

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@ <https://gogolauren.github.io/di-site/> (\*portfolio)

## SKILLS SUMMARY

- ✓ **Programming Languages:** HTML/CSS, JavaScript, C++, php,  $\text{\LaTeX}$
- ✓ **UX, Visual Design:** persona, wireframe, prototype; Axure, Sketch, InVision, Adobe Suite (Ps/Ai/Xd/Lr/Pr/Ae)
- ✓ **UX Research:** strict observation, think aloud, interview, field study, pre-/post-test questionnaire, usability test
- ✓ **Data Management:** CMS; MATLAB, SPSS, MySQL
- ✓ **Data Visualization:** Tableau, D3 [Link](#)
- ✓ **Language:** English, Mandarin
- 🎵 **Hobbies:** Photography [Link](#), Film Production [Link](#)

## PROFESSIONAL EXPERIENCE

### ZTE USA, Inc.

Freelance UX Designer

April 2018 - Present

- Compared webpage structure, content and display between competitors, found pain points.
- Conducted card sorting, generated information architecture.
- Propose wireframes and prototypes (PC & mobile).

Oct 2017 - May 2018

### Maryland International Incubator (MI2)

IT assistant, Designer

- Re-designed and built bilingual website.
- Prioritized collaborators' information in database.
- Managed visual designs of slides, name cards, etc.

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 *watershed information website* based on approved design.

Aug - Oct 2015

### Huawei Technologies Co., Ltd.

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.

## EDUCATION

Aug 2016 – 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 DESIGN 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.
- Designed a collaborative park map allows users to browse, add spots and create events on the map;
- Created a screenless pocket mode gives people 100% engagement into parks.

Feb - May 2017

### Web Applications Design For Seniors [Link](#)

UX Designer

- 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 5 common problems.

Oct - Nov 2016

### Inclusive Recipe Mobile App Design [Link](#)

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.