

# Di Xiao

UX Designer / Researcher

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

## SKILLS SUMMARY

- ✓ HTML/CSS, JavaScript, C++, Axure, Sketch, Adobe Suite (Ps/Ai/Xd/Lr/Pr/Ae), InVision,  $\text{\LaTeX}$
- ✓ **UX Design:** persona, wireframe, prototype
- ✓ **UX Research:** strict observation, think aloud, pre-/ post-test questionnaire, interview
- ✓ **Data Management:** MATLAB, SPSS, MySQL, php
- ✓ **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 info of collaborating companies.
- 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 analyzed outcomes into the 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.
- Developed webpages for an international conference, designed layout and wrote user-friendly help documents.

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 – Shopping Behavior [Link](#)

UX & UI Designer

- Conducted 12 contextual interviews in grocery stores, interpreted them into affinity notes and experience models.
- Deeply analyzed user data, understood user identities and a day in their lives, drew product concepts.

Feb - May 2017

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

UX, UI Designer & User Analyst

- Designed two concepts of web assistant: horizontal split screen chat v.s right click gesture.
- 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

- Revised tasks according to 2 rounds of pilot test.
- Carefully picked participants with an average of 10 years in using Apple products.
- Visualized test results of success ratio and average time consumed on each task.
- Identified common problems and made key recommendations.

Oct - Nov 2016

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

UX Researcher, UX & UI Designer

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