Xinyi Han

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EDUCATION

- **University of Technology Sydney** — Sydney, Australia
  Interaction Design; Academic Excellence International Scholarship (30% Tuition Fees Off) — *July 2025 - Present*

- **Parsons School of Design** — New York, USA
  Design and Technology—Master of Fine Art; GPA: 3.64/4.0 — *Aug 2018 - Jun 2020*
  Thesis: *"My friends are my power station": A poetic installation about loneliness in big cites.*
  Honors and Awards: *20% Dean's Scholarship*

- **Donghua University** — Shanghai, China
  Industrial Design—Bachelor of Engineering; GPA: 3.82/4.0 — *Sep 2014 - Jun 2018*
  Honors and Awards: *Outstanding graduates, Donghua University - 2018 • Outstanding Student Scholarship, Donghua University - 2017 • National Scholarship, Ministry of Education - 2016 • First Prize of Tianji Social Scholarship, Excellent Learning Award - 2015*

SKILLS SUMMARY

- **Design**: UI/UX Design, Data Visualization, Rapid Prototyping, Storytelling, Information Structure, Projection Mapping
- **Business**: Social Media, Client Relations, Data-driven Content Strategy, Competitive Analysis, Branding, A/B Testing
- **Tools**: Figma, Sketch, Adobe Suite, Arduino, Unity, Node.js, Mad Mapper, Zeplin, Miro, ProtoPie, HTML/CSS

PROFESSIONAL EXPERIENCE

- **Fashion KOL - 250K followers** — Remote
  Social Media Account: Xiao Han Student Reports (Part-time) — *May 2021 - Present*
  - **Content Strategist and Social Media Influencer**: Established the Xiaohongshu account *Xiao Han Student Reports*, amassing followers over 200k within two years, with a focus on daily fashion and style insights. Partnered with renowned brands such as Adidas, Uniqlo, and Vans, showcasing effective collaboration skills. Delivered a significant commercial impact, generating approximately 100,000 USD in returns.
  - **Strategic Positioning**: Conducted thorough analyses of leading accounts to define the account's unique position as *Everyday Life as a Fashion Runway*. Targeting both work and after-work scenarios, employed creative settings such as elevators and supermarkets as symbolic backdrops, leading to a rapid gain of 10k followers within one week.
  - **Data-Driven Content Iteration**: Implemented a content creation process involving data-driven analyses of trending topics on the platform, in-depth research on evolving fashion trends, ideation of innovative outfit concepts, curation of scene settings, and crafting compelling commercial narratives.
  - **Business Model**: Facilitating the synergy between businesses and customers, driving product promotion for top-tier fashion brands. Diverse revenue generation, encompassing a portion of advertising revenue, platform incentives, and the flourishing performance of my personal clothing brand, Normwear.

- **Bytedance, Local Life** — Shanghai, China
  User Experience Designer (Full-time) — *Dec 2022 - Sep 2023*
  - **Food Delivery Web & App**: Designed the commodity and order management features, enhancing overall functionality.
  - **Strategic Marketing Initiative**: Implemented a pioneering *Order First, Then Delivery* strategy, fostering customer engagement through short videos to pre-order before delivery. This innovative approach resulted in a remarkable 300% increase in order volume, surpassing benchmarks set by other food delivery platforms.
  - **Delivery-Rider Dispatch System Design**: Led a cross-functional project team to develop an advanced dispatch system, integrating AI and manual processes, overseeing on-site user testing, and implementing a comprehensive data dashboard. This strategic initiative optimized workflows, culminating in a notable 20% reduction in average delivery time.

- **Alibaba, Taobao** — Hangzhou, China
  User Experience Designer (Full-time) — *Jun 2020 - Dec 2022*
  - **Solution-Oriented Merchant Chatbot**: Architected a tree-based decision information structure to streamline user interactions, effectively shortening user flow. Successfully managed a daily consultation volume of 200,000, achieving an impressive resolution rate of over 80%.
  - **Globalization Design Strategy**: Formulated a versatile design framework to tailor products for international markets, including adaptation for platforms such as AliExpress and Lazada. Successfully implemented this strategy across more than 20 countries, spanning regions including the US, Europe, and South.

- **Tik Tok (musical.ly) - Global Short Video App** — Shanghai, China
  Creative Designer (Intern) — *Jun 2017 - Aug 2018*
  - **Multi-Regional Design for User Growth**: Collaborated with cross-cultural regional teams to produce design materials for over 20 localized versions, significantly contributed to Musical.ly's attainment of top rankings across various app stores.
  - **Creator Data-Feedback Template**: Engineered a digital weekly reports template to furnish content creators with insightful feedback on weekly trends and personalized data, fostering continuous improvement and informed content creation.

PROJECTS [WEBSITE]

Alibaba Customer Service Workspace & AI Chatbot
Jun 2021, Alibaba

UX Designer

Designed customer service workspace and AI chatbot for Taobao, China's largest e-commerce platform, handling 200,000 daily inquiries from sellers and buyers. Built agent workspace integrating case management, knowledge base, and AI-assisted tools for platform CS team. Created customer-facing chatbot with tree-based conversational flow for self-service support. Collaborated with NLP team on tone customization and context-aware responses. **Results:** 80% resolution rate, millions saved in annual support costs. Patent filed for AI agent with personalized tone adjustment.

Re-Architecting Alibaba Help Center for Global Consistency
Feb 2022, Alibaba

UX Designer, Content Writer

Led IA redesign for Alibaba's Help Center serving millions of merchants across global marketplaces. Conducted card sorting with 16 merchants to rebuild fragmented taxonomy (3,000+ articles). Reorganized into 4 core domains with semantic tagging. Simplified navigation from 5 to 3 levels. **Results:** Resolution rate 52%→81%, search time 35%, adopted by 20+ international sites. Developed global-local design framework with multilingual guidelines for AliExpress and Lazada.

Content-Driven Food Delivery Experience
2023, Bytedance

UX Designer

Designed "Order First, Then Schedule Delivery" feature bridging content engagement and food delivery. Challenged traditional intent-based ordering by capturing impulse moments through live-stream voucher collection. Aligned 3 cross-functional systems: live content, voucher wallet, delivery flow. A/B tested conversion triggers (push, in-feed cards). **Results:** Improved post-live conversion, repeat rate, and significant GMV uplift. Framework reused for beauty and retail verticals.

Rider Dispatch and Scheduling Platform
2023, Bytedance

UX Designer

Built B2B dispatch platform replacing manual chat-based coordination. Interviewed station managers and riders to map inefficiencies. Designed 3-part architecture: Order Board (area/time), Rider View (real-time status), Smart Scheduling (AI suggestions). Command-center UI with drag-to-assign and priority tags. **Results:** Reduced dispatch time, improved rider utilization and punctuality. Scalable template for laundry, beauty, and grocery services.

KOL Growth Strategy
May 2021 – Present

Xiaohongshu – Influencer

Grew "Xiao Han Student Reports" to 200k followers using data-driven content strategy. Identified emerging demand for lifestyle-integrated athletic wear through trend analysis. Developed 3-stage conversion framework: Discovery → Conversion → Fandom. Collaborated with Adidas, Uniqlo, Vans, Maia Active. **Results:** $100k revenue (ads, platform incentives, personal brand Normwear), 5,000 interactions on single insight-driven post.