

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 cities.
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](#)]

[My Friends Are My Power Station](#)

May 2020, Parsons School of Design

Thesis Installation

Created kinetic projection mapping installation exploring urban loneliness using 40+ spinning wire units powered by batteries. Collected relationship statements from 15 interviews and programmed projection to reveal one word per rotation, requiring focus to decode full sentences. Built mechanical-digital hybrid system merging analog motion with live-stream projection, producing rhythm between flashing moments and continuous narratives. **Impact:** Exhibited at Parsons thesis show, transformed individual stories into shared platform for vulnerability, proving technology can amplify emotional connection in public spaces.

[Interactive Virtual Drum Kit](#)

Nov 2025, UTS

Interactive Media Project

Built browser-based musical instrument using MediaPipe hand tracking, p5.js, and GLSL shaders to transform webcams into performance-ready drum kits. Engineered gesture recognition detecting “punch velocity” to trigger percussion, synchronized with GPU-accelerated shaders creating audio-reactive visuals that shift from teal to orange with intensity. Implemented no-touch rehearsal mode for exploration without sound triggers. **Results:** Zero-latency system deployable on any laptop, scalable to installations and remote jam sessions, demonstrating fusion of motion tracking and generative visuals as unified artistic medium.

[Design Museum Tour as a Game](#)

Dec 2019, Brooklyn Museum

Experience Design

Reimagined museum visit as game-based learning system using Brooklyn Museum’s 5-floor architecture as narrative progression framework. Conducted visitor research to map motivation and designed layered mission system where each floor represents a unique interaction chapter. Integrated projection mapping, sensor networks, and motion tracking into cohesive journey map from observation to embodied play. **Impact:** Transformed passive viewing into active participation through game logic applied to spatial design, bridging personal discovery and collective meaning.

[Content-Driven Food Delivery Experience](#)

Aug 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 via 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 GMV uplift. Framework reused across beauty and retail verticals.

[Taobao Customer Service Workspace & AI Chatbot](#)

Jun 2021, Alibaba

UX Designer

Designed customer service workspace and AI chatbot for Taobao handling 200,000 daily inquiries. Built agent workspace integrating case management, knowledge base, and AI-assisted tools. Created customer-facing chatbot with tree-based conversational flow, collaborating with NLP team on tone customization and context-aware personality adjustment.

Results: 80% resolution rate, millions saved annually. Patent filed for AI agent with adaptive tone. Demonstrated conversational design as empathetic automation.

[KOL Growth Strategy](#)

May 2021 – Present, Xiaohongshu

Influencer

Grew “Xiao Han Student Reports” to 200k followers through data-driven content strategy. Identified emerging demand for lifestyle-integrated athletic wear via trend analysis and developed 3-stage conversion model: Discovery → Conversion → Fandom. Collaborated with Adidas, Uniqlo, Vans, and Maia Active. **Results:** \$100k+ revenue (ads, platform incentives, personal brand Normwear), 5,000+ interactions per insight-driven post. Proved narrative-led content can balance authenticity and commercial success.