

JULIA ZHAO XU

USER EXPERIENCE DESIGNER

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WORK EXPERIENCE

PRODUCT DESIGNER

Tradecraft | *San Francisco, CA*

May 2015 - Present

Mattermark, former Y Combinator startup, data platform about 1M+ startups

Delivering new Daily Archive MVP and vision product for browsing, filtering and searching for articles about startups

Leading design team of eight to interview users, collect business requirements, test prototypes, and deliver polished interfaces

URX, former Y Combinator startup, specializes in deep linking for mobile

Designing, iterating and delivering new product concepts for mobile app discovery, such as Spotify, iTunes, Zynga games, etc.

Conducting persona creation, competitive analysis, user testing, and rapid prototyping to deliver validated idea decks to client

Sama Group, nonprofit that provides employment to marginalized people

Delivered workflow and UI to help microworker agents assess skills development through design studios and remote user testing

USER EXPERIENCE DESIGN INTERN

New York University Abu Dhabi | *Abu Dhabi, UAE*

Nov 2014 - May 2015

Designed new responsive website layout and mobile navigation for university's internal management system

Conducted primary research through interviews, surveys, user testing, experience maps and diary studies

Assisted in turning research insight into actionable content strategies for internal university departments and digital marketing

PRODUCT ANALYST INTERN

Standard & Poor's Capital IQ | *New York City, NY*

Jun 2014 - August 2014

Designed new user interface for customer support team that received 17,000+ help requests every month

Targeted user pain points and organized business requirements for new product that enhances the capability, efficiency and success of client support

DESIGNER & FRONT-END DEVELOPER INTERN

mPawa, Meltwater School | *Accra, Ghana*

Sept 2013 – Dec 2013

Designed and programmed a responsive website for a startup company that specializes in SMS-based recruiting solutions in Ghana

EDUCATION

NEW YORK UNIVERSITY ABU DHABI

BA in Economics, GPA: 3.5/4.0

August 2011- May 2015

skills

INTERACTION DESIGN

PERSONA CREATION

USER RESEARCH

WEB DEVELOPMENT

INFORMATION DESIGN

RAPID PROTOTYPING

WIREFRAMING

GRAPHIC DESIGN

tools

SKETCH 3

HTML/CSS

INVISION

PHOTOSHOP

ILLUSTRATOR

AXURE

PYTHON

UNITY

JAVASCRIPT

ARDUINO

hackathons

WRAPPUP, angelhack Dubai

1st Place, Designer

ECO ECO, Social Good in Arab World

3rd Place, Designer & Developer

IQ LINGUA, S&P Capital IQ

1st Place, Designer & PM

SUDOLOVE, NYU Poly

Most Viable Product, Design & PM

OPTICS4AFRICA, Accra SW

1st Runner-Up, Design & PM