

UX CONSULTANT

August 2015 - Present

H A V I

Championed user-centered approach for a predictive analytics machine learning solution for restaurant marketers

Created personas and conducted competitive analysis to guide product roadmap and requirements gathering

Designed onboarding flows, dashboards, data visualization and natural language processing UI

T E M P O I Q

Led design strategy for an IoT analytics startup pivoting from a database tool to an enterprise business suite

Delivered polished designs with two week agile cycles

Coordinated with CMO to deliver brand and style guide

M A T T E R M A R K

Led design consultancy team to deliver MVP and product vision to help users discover and search for the best startup blogs

U R X

Brainstormed, A/B/C tested and iterated new user interactions to increase user engagement in mobile microinteractions

S A M A G R O U P

Delivered workflow and UI to help microworker agents assess skills

PRODUCT DESIGNER

March - October 2016

W R A P M E D I A

Provided design ownership for the “Enterprise Readiness” product category for a startup that empowered non-technical users to create seamless mobile web apps with 100K+ views/month

Researched, strategized and launched user workflow improvements for the primary authoring tool, increasing task efficiency

Brainstormed, prototyped and guerilla tested animations on load that reduced user bounce rate by 5-30%

education

NEW YORK UNIVERSITY ABU DHABI

BA in Economics

www.juliauxu.mejuliazxu@gmail.comlinkedin.com/in/juliazxu/en

skills

USER INTERFACE DESIGN

INTERACTION DESIGN

RAPID PROTOTYPING

WIREFRAMING

USER RESEARCH

VISUAL DESIGN

ANIMATION DESIGN

WEB DEVELOPMENT

tool kit

SKETCH

INVISION

HTML/CSS

PRINCIPLE

ADOBE CREATIVE SUITE

languages

PYTHON

JAVASCRIPT

MANDARIN CHINESE

SPANISH

CATS