XIN LUO

lawsiulai@gmail.com | +86 18565248759

EXPERIENCE

SEEEDSTUDIO 2015 - PRESENT, SHENZHEN, CHINA
UE DESIGNER / PRODUCT MANAGER
Worked on international e-commerce platform, started from scratch.
Responsible for 2C & 2B features throughout entire shopping experience on both PC & Mobile Device.
Cart addition sessions increased 135%, checkout abandonment dropped 31.5%.

PRODUCT DESIGNER
Worked on IoT App **Wio** and Community App **Maker Map.**
Product cross-team planning and execution.

SF EXPRESS 2015, SHENZHEN, CHINA
UX DESIGNER @ UED
Worked on e-commerce platform **Youwu** and Charity App **SF Share.**

OPEN SYSTEMS ASSOCIATION 2014 - 2015, LONDON, UNITED KINGDOM
GRAPHIC DESIGNER
Worked on graphic design, web design, and art direction within the association.

TENCENT 2012 - 2012, SHENZHEN, CHINA
INTERN GRAPHIC DESIGNER
Graphic designer for internal events at HR Department.

PROJECTS
Web design **Portfolio** 2014 [Link]
Web design for VR film **Snake River** [Link]
Art direction and partial implement for IoT hardware **RePhone.**

EXPERTISE

Thinker and creative designer who specialises in today's web applications and mobile devices. Enthusiastic in creating smooth user experience and pixel-perfect aesthetic that works.

DESIGN
Sketch, InVision, Adobe Photoshop, Adobe Illustrator, Azure

CODING AND DATA
CSS 3, HTML 5, MySQL, Google Analytics, MaxMSP, Arduino

EDUCATION

GOLDSMITHS, UNIVERSITY OF LONDON LONDON, UNITED KINGDOM
MA Interactive Media and Critical Theory, 2012-2014

SHENZHEN UNIVERSITY SHENZHEN, CHINA
BA Mass Communication and Design, 2008-2012

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EXPERIENCE

SEEEDSTUDIO 2015 - PRESENT, SHENZHEN, CHINA
交互设计 / 产品经理
负责公司自主搭建的国际电商的整个购物流程
2B、2C 功能平行处理，PC端、移动端功能平行处理
购物车添加率增长135%，结算流程用户流失减少31.5%

产品设计（UI / UX）
跨部门产品：IoT App **Wio** 、O2O App **Maker Map**的产品规划、UI / UX设计和实施
iOS端和安卓端均包含

SF EXPRESS 2015, SHENZHEN, CHINA
交互设计
负责电商平台**有物**和闲置分享平台app**顺丰分享**的交互设计

OPEN SYSTEMS ASSOCIATION 2014 - 2015, LONDON, UNITED KINGDOM
平面设计
网站设计、第三方设计方案指导、活动平面设计

TENCENT 2012, SHENZHEN, CHINA
平面设计实习
HR部门的对内员工活动、专题的平面设计

PROJECTS
网页设计 **Portfolio** 2014 [Link]
网页设计 VR电影 **Snake River** [Link]
设计指导和细节实施 Kickstarter of IoT hardware **RePhone.**

EXPERTISE

享受思考和挑战现有逻辑，热爱科技和设计，专注逻辑和细节，了解App、web设计和交互趋势。

DESIGN
Sketch, InVision, Adobe Photoshop, Adobe Illustrator, Azure

CODING AND DATA
CSS 3, HTML 5, MySQL, Google Analytics, MaxMSP, Arduino

EDUCATION

GOLDSMITHS, UNIVERSITY OF LONDON LONDON, UNITED KINGDOM
硕士 交互媒体和批判理论. 2012-2014

SHENZHEN UNIVERSITY SHENZHEN, CHINA
学士 传媒与设计. 2008-2012