

# Maggie Xu

ENGINEERING | UX DESIGN

Palo Alto, CA

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## EDUCATION

- 2015.09 - 2017.03 **STANFORD UNIVERSITY**  
M.S. Mechanical Engineering
  - Specialization: Design Methodology
  - GPA: 3.8 / 4.0
- 2011.08 - 2015.07 **TSINGHUA UNIVERSITY**  
B.S. Engineering and Economics Dual Degree
  - GPA: 4.0 / 4.0 RANK: 1 / 132

## EXPERIENCE

- 2016.06 - 2016.09 **Intuitive Surgical, California**  
**INTERACTION DESIGN INTERN**
  - Led UX development of enhanced interfaces for da Vinci surgical robot
  - Identified 5 usability issues through observation and interviews with surgical teams
  - Created proof-of-concept and functional prototypes to deliver a tiered structure of support to users
  - Performed usability test with 18 users and demonstrated 50% decrease in troubleshooting time
  - Presented to corporate senior executives, as well as design, production and marketing divisions a storytelling demo featuring future user experience with surgical robots
- 2015.10 - 2016.06 **Audi Enosys for Volkswagen USA, California**  
**PRODUCT DESIGNER**
  - Collaborated with Potsdam University in Germany to design a smart home device for Volkswagen to provide family transportation solutions in the year-long graduate project
  - Conducted needfinding, benchmarking, prototyping, testing and manufacturing implementation
  - Created design framework and led industrial, interaction and visual design
- 2015.04 - 2015.07 **Daimler AG, Beijing**  
**PRODUCT MARKETING INTERN**
  - Focused on customer experience design and social media engagement
  - Assisted digital marketing team on the Mercedes - AMG GT national launch campaign in China

## PROJECTS

- 2016.03 - 2016.06 **TIME TRAVELER**
  - Created a compass that pulls data from Facebook to guide users to places they have been before
  - Designed visual aesthetics, physical interaction, and developed a companion Android app
  - Integrated Arduino, compass sensor, servo motor, charging and Bluetooth module
  - Manufactured the compass out of aluminum, brass and maple via lathe, mill and laser cutting
- 2016.09 - Present **SNACKS.IO**
  - Worked with two software engineers to create a mobile app for sharing snacking experiences
  - Responsible for user research, wireframing, prototyping, and visual design

## SKILLS

### DESIGN TOOLS

Sketch  
Photoshop  
Illustrator

### DESIGN METHODOLOGY

Needfinding  
Rapid Prototyping  
Usability Study  
Persona  
Wireframing  
Storytelling

### ENGINEERING

Lathe, Mill  
Solidworks  
3D Print, Laser Cut  
Mechatronics  
C++, HTML, CSS  
Android, Arduino