

Maggie Xu

ENGINEERING | UX DESIGN

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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
- 2016.02 - 2016.03 **MINI DELIVERY ROBOT**
 - Built a robot that can follow tracks to deliver tokens in a mechatronics game with three teammates
 - Responsible for mechanical design, manufacturing, assembling and testing

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