

Qiqi Xu

Digital Product Designer

EXPERIENCE

HITOMEDIA INC., TOKYO, JAPAN

Business Development and Design Intern 2017 May - 2017 August

- Sole designer on a team of 4. We created a business plan and the prototype of a new FMCG product for an innovation lab in Tokyo
- Organized and conducted multiple user testing sessions and synthesized insights
- Created landing page mockups and flows for product launch
- Conceptualized and designed the branding and product packaging

AEROLAB, BUENOS AIRES, ARGENTINA

UX/UI Design Intern 2017 February - 2017 May

- Aerolab is a leading UX agency in Argentina with clients all over the world
- Collaborated with designers and creative directors to deliver both mobile and web solutions for clients in the EdTech and FinTech spaces
- Actively communicated with the PMs, developers and client-side contacts on projects from ideation to final implementation

SCOOP TECHNOLOGIES INC., SAN FRANCISCO, US

UX Design Intern 2016 May - 2017 August

- Scoop is a series-B funded company that provides commuters with smart carpools
- Led a UX project to improve users' experience with trip cancellations: conducted user research, created flows and prototypes for user testings
- Revamped marketing email templates and print assets for the business team
- Reported to Head of User Experience and VP of Product

MINERVA PROJECT., SAN FRANCISCO, US

Intranet Designer 2016 May - 2017 August

- Spearheaded the revamp of the student intranet for a unique, global university
- Wore many hats including project management, information architecture, UI production, spec writing and implementation

PROJECTS

SEOUL, KOREA

Accessibility Browser Extension 2017 October - 2017 December

- Worked with Naver's Innovation Studio to design and prototype a web extension to improve low-vision users experience

BERLIN, GERMANY

Designer, Kiron Higher Education 2016 October - 2017 March

- (Pro bono) Helped conceptualize the first issue of a refugee student magazine
- Designed illustrations for a MOOC on effective online learning strategies

CONTACT

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SKILLS

Interaction design
User research
Usability testing
Information architecture
Visual design
Content strategy

Data analytics
R
Python
Basic HTML/CSS

TOOLS

Adobe Creative Cloud
Sketch
Flinto
Figma
QGIS

EDUCATION

MINERVA SCHOOLS AT KGI

BS, Computational Science 2015 - 2019

- Concentrations: Data Science and HCI
- Minor: Historical Analysis

DIABLO VALLEY COLLEGE

AA, Communication Studies 2013 - 2015

- GPA 4.0/4.0
- International Scholarship Recipient (1/500+)