

# Qixin Xu - Freelancer

I'm Qixin, a content designer with experiences in IT industry with a background of Interactive Design and Journalism. My bilingual background as a non-native English speaker helps me create clear content that is clear and easily adaptable for localization.



## My Portfolio



## Contact

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## Work experience

### Content Designer/Technical Writer

***Dynatrace, Hybrid (Jan 2024 - March 2025)***

- Created component-based content guidelines using Markdown and VCS tools (Git/Bitbucket) to ensure consistency across product UX and documentation for global users.
- Crafted end-to-end product content on account setup, app debugging, and workflow deployment.
- Facilitated workshops with PMs, engineers, and designers to standardize content practices and ensure readiness for multilingual adaptation.
- Collaborated with the design system team on designing and developing reusable content patterns.
- Performed content quality reviews before product releases to ensure internalization.

- Worked with the documentation team to revamp and improve the documentation site IA.

## Content Designer

***Zoom Video Communications, Onsite (Jan 2021 - Oct 2023)***

- Crafted product UX writing for global customers and developers. Design E2E experience on app payment, creation, account onboarding, and subscription management. Features launched on the Zoom App Marketplace.
- Revamped transactional emails and created templates to enhance the user experience beyond Zoom's products.
- Developed product style guides and Figma components to standardize tone, terminology, and design elements for smoother localization.
- Designed conversational UI content for the AI Chatbot, including error messaging and user flows, supporting localizations in Chinese.
- Collaborated with other content designers to enhance product consistency by refining and updating the content guidelines.
- Worked with global designers, engineers, and PMs to create UI, user behavior, and IA that are easily adaptable to localization and accessibility.

## Copywriter

***Dong Fang Wa Wa Magazine, China (Oct 2019 - Dec 2019)***

- Helped plan art exhibition events and shoot event photographs.
- Conducted user research and produced the analysis for the product team.
- Composed promotional copies and images for social media accounts.

## Product Operation Specialist

***Xinhua Net, China (Apr 2019 - Jul 2019)***

- Created images and copies for social media platforms, including Weibo, WeChat, and TikTok.
- Collaborated on planning and shooting for the "The Hundred-year-old Memory" documentary project.

- Tracked social media data to improve the content on social media platforms.

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## Skills

Work proficiency	Medium proficiency	Beginner
Figma	Adobe Illustrator	Linux
Trados	Lokalise	SQL
Bitbucket	Canva	Python
Confluence	WordPress	
Jira		
Github		

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## Languages

### Chinese

Native proficiency

### English

Work proficiency

### German

Beginner

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## Interests

- Illustrations
- Puzzles
- Township (Phone game)

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## Education

## **Master's Degree in Digital and Interactive Design**

*2017 - 2018*

University of Leeds, UK

## **Bachelor's Degree in Journalism, Communication, and Media Studies**

*2013 - 2016*

University of Wisconsin - Milwaukee, USA