

# ZHIYU XUE

## UX Designer

ixd@zxue.me <http://zxue.me> 415.988.0304

### EXPERIENCE

#### Blizzard Entertainment, Irvine, Ca

Associate UX Designer Oct 2017 - PRESENT

Design user experience and visual comps for Blizzard Corporate Applications to support employees' daily needs such as ServiceNow request flows, BlizzCon Staffing Platform, Visitor Experiences, and research users' needs to propose new features and verify our wireframes.

Point of contact designer for the BlizzCon Staff Platform and Total Rewards System projects by committing to the quality of end to end user experience.

#### Blizzard Entertainment, Irvine, Ca

UX/UI Design Intern June 2017 - Sept. 2017

Designed the visitor experience for Blizzard OpsCenter that explains their process flow, each team's duty, and real-time player login locations on a 3D interactive globe to 150k+ yearly unique visitors.

#### Ziba Design, Portland, Or

Interaction Design Intern May 2016 - Sept. 2016

Designed the style guide and component library with Sketch for the FedEx carrier tablet ecosystem on Android that was planned to launch worldwide to 240k+ FedEx carriers. Supported prototyping for user testing on Daimler's truck fixing process redesign.

### EDUCATION

#### California College of the Arts, San Francisco, Ca

BFA, Interaction Design 2013-2017

- Studied under frontline designers and entrepreneurs
- Taught to always design for people first
- President of International Student Alliance
- Founder and President of Chinese Student Association
- Negotiated for \$2k+ sponsorship for Student Alliance

### SKILL

**Design:** Wireframes with Axure & Sketch • Visual UI Design with Sketch & Photoshop • Document UX Product Specs • Style Guide & Component Library with Sketch • User Flows • Motion Graphic Design with Keynotes & AfterEffect & CSS

**Prototype:** Prototype Advanced Interactions with Axure • Rapid Prototyping with Invision & Keynote • Paper Prototyping

**Research:** Interviews • Synthesize Interview Results • Test Planning • Card Sorting • Usability Testing • Journey Mapping • Persona Analysis

**Communication:** Collecting Feedback • Scrum Master • Present Design Decisions • Lead Project Responsibility • Communicate with Stakeholders

**Language:** English • 中文

### HONORABLE MENTIONS

#### 2017 Blizzard Hackathon

##### Winner:

Overcouch - Overwatch themed collaborative party game on mobile phone and TV.

#### 2018 Blizzard Hackathon

##### Winner: (Team Leader)

Artifact - New Hire Welcome Book & Website

# ZHIYU XUE

## Product Designer

ixd@zxue.me <http://zxue.me> 415.988.0304

### EXPERIENCE

#### Blizzard Entertainment, Irvine, Ca

Associate UX Designer

Oct 2017 - PRESENT

Design user experience and visual comps for Blizzard Corporate Applications to support employees' daily needs such as ServiceNow request flows, BlizzCon Staffing Platform, Visitor Experiences, and research users' needs to propose new features and verify our wireframes.

Point of contact designer for the BlizzCon Staff Platform and Total Rewards System projects by committing to the quality of end to end user experience.

#### Blizzard Entertainment, Irvine, Ca

UX/UI Design Intern

June 2017 - Sept. 2017

Designed the visitor experience for Blizzard OpsCenter that explains their process flow, each team's duty, and real-time player login locations on a 3D interactive globe to 150k+ yearly unique visitors.

#### Ziba Design, Portland, Or

Interaction Design Intern

May 2016 - Sept. 2016

Designed the style guide and component library with Sketch for the FedEx carrier tablet ecosystem on Android that was planned to launch worldwide to 240k+ FedEx carriers. Supported prototyping for user testing on Daimler's truck fixing process redesign.

### EDUCATION

#### California College of the Arts, San Francisco, Ca

BFA, Interaction Design

2013-2017

- Studied under frontline designers and entrepreneurs
- Taught to always design for people first
- President of International Student Alliance
- Founder and President of Chinese Student Association
- Negotiated for \$2k+ sponsorship for Student Alliance

### SKILL

**Design:** Wireframes with Axure & Sketch • Visual UI Design with Sketch & Photoshop • Document UX Product Specs • Style Guide & Component Library with Sketch • User Flows • Motion Graphic Design with Keynotes & AfterEffect & CSS

**Prototype:** Prototype Advanced Interactions with Axure • Rapid Prototyping with Invision & Keynote • Paper Prototyping

**Research:** Interviews • Synthesize Interview Results • Test Planning • Card Sorting • Usability Testing • Journey Mapping • Persona Analysis

**Communication:** Collecting Feedback • Scrum Master • Present Design Decisions • Lead Project Responsibility • Communicate with Stakeholders

**Language:** English • 中文

### HONORABLE MENTIONS

#### 2017 Blizzard Hackathon

##### Winner:

Overcouch - Overwatch themed collaborative party game on mobile phone and TV.

#### 2018 Blizzard Hackathon

##### Winner: (Team Leader)

Artifact - New Hire Welcome Book & Website