

Xinya Zhao

My website: <https://xinyazhao.netlify.app/>

Authorized to work in the USA (Permanent Resident)

Lynnwood, WA

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PROJECTS

Google UX Design Course, Online — UX Designer

May 2021 - August 2021

- Accomplished 4 projects using the Design Thinking Method(from User research to Testing).
- Created UX research studies, conducted unmoderated user interviews.
- Built out user journey maps, personas, wireframes based on research data.
- Created user interface interactions and designs with knowledge of visual design elements(Typography, Color and Iconography).

Coding Dojo Bootcamp, Bellevue, WA — Full Stack Developer

Sep 2018 - Dec 2018

- Proficient in the basics of front-end development and building a user interface with HTML, CSS and Javascript.
- Built Full-Stack web applications in 3 languages, Python, Java, Mean.
- Developed web applications with different frameworks, such as Django, Flask, Spring, Angular, Express.
- Experienced with AWS and other deployment tools(Google Cloud).

EXPERIENCE

Refugee Artisan Initiative(Non-Profit), Seattle, WA — Marketing Assistant Intern

May 2021 - Oct 2021

- Shoot in-house product photos, use photoshop retouch images within tight deadlines.
- Support marketing team with planning, implementing and monitoring marketing campaigns in a variety of marketing programs.
- Write and edit content for different platforms such as social media, and official websites.
- Prospect for new sales opportunities and partnerships. Generate leads via outbound calling and email.

SKILLS

Figma

Adobe XD

Design System

HTML

CSS

JavaScript

Github

Google Adwords

Google Analytics

Customer Service

Problem Solving

Merchandise Management

CERTIFICATIONS

Google UX Design Certificate
- 2021

Coding Dojo Full-Stack
Developer -2018

LANGUAGE

Mandarin: Native

EDUCATIONS

Peking University, China
— *Bachelor of Arts(BA)*,
English Sep 2011 - Feb 2013

**Technology and
Management College,
China** — *Associate Degree*,
Global Trade Sep 2006 - Jan 2009

Booking.com, Bellevue, WA — Customer Service Bilingual

Oct 2016 - Jun 2017

- Promptly responded to general inquiries from customers and partners via telephone and mail.
- Responded to questions and concerns about service and escalate calls appropriately.
- Worked with upper management to ensure appropriate changes were made to improve customer satisfaction.
- Acted as a social ambassador in the team, helped to plan and execute team-building activities.

Jumei.com/DHgate.com/TradeTang.com, Beijing, China — Vendor Manager/Category Manager

Mar 2011 - Mar 2014

- Recruited and built relationships with new and existing third-party vendors. Managed and evaluated internal and external data via Excel to make procurement decisions.
- Trained and communicated with vendors on a regular basis, encouraging vendors to update and increase new SKUs. Assured three vendors updated SKUs on a daily basis. Monitored and maintained daily product updates with competitive pricing.
- Planned and launched ongoing and seasonal marketing campaigns. Contributed \$350,000 to JUMEI.COM "301 Big Sale Promotion".
- Analyzed customer shopping habits to identify products with increased potential and sales.
- Checked online product prices and adjusted product selection to increase customer demand.