Peishan Xu

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Objective: Seeking for full time jobs of UX design & Web design in Los Angeles. Available immediately!

Why Hire me:

- Proficient in responsive web design and mobile app design in a user-centered design process
- Hands-on project experience by creating comprehensive solutions that address business and user needs
- Passionate about coding (JavaScript & Java) and familiar with HTML5, CSS 3 & prototyping
- Outstanding teamwork spirits to develop best practices in a fast-paced multitasking environment

Education Background

The University of Texas at Austin   **Austin, Texas**

Master of Arts in Learning Technologies   GPA: 4.0/4.0   Aug 2014 –May 2016

Shenzhen University   **Shenzhen, China**

Bachelor of Science in Education Technology   GPA: 3.63/4.0   Sep 2010 – Jun 2014

Relevant Coursework: Human-Computer Interaction, Interactive Multimedia Design and Production, Usability, Information Architecture, Web Design, Programming

Professional Experience

International Office of UT Austin   UX Web Designer   **Austin, Texas**

Jan 2016 – Sep 2016

- Translated the business goal to responsive redesign of IO website for branding International Office
- Synthesized user research, user data and user feedback into actionable product decisions phase by phase
- Conducted usability testing of information architecture on graduate students, generating 50% success rate by audience-oriented interaction compared to service-oriented interaction
- Designed visual sitemaps for color-coded site architecture and created mockups, wireframes and prototypes for homepage and unit landing page including 9 departments using Axure and Sketch
- Transferred content to new CMS, styled website templates and troubleshot conflicts between user needs and Drupal 8 compatibility

Alien Rescue (AR) Team in UT Austin – College of Education   LX Designer   **Austin, Texas**

Sep 2014 – May 2016

- Set standard and provided strategies for version transformation of Alien Rescue game in WebGL
- Conducted user interviews in middle school and analyzed user feedback towards AR game experience
- Utilized user-centered learning concepts to create 3D scenarios that illustrate learning outcomes.
- Tested usability of Alien Rescue game v5 in Blend4web environment.
- Redesigned official websites of AR game and SR game using HTML 5, CSS3, JavaScript and Bootstrap
- Designed and documented git and github training workflow for AR team

Kingdee International Software (China) Co., Ltd   R&D Intern   **Shenzhen, China**

Jul 2012 – Aug 2012

- Provided multimedia solution to advertise K3 streamline and to successfully motivate employees
- Worked collaboratively with multiple subject matter experts (SMEs) to effectively translate highly professional concepts into user-friendly learning programs
- Created e-learning prototypes to deliver an online learning platform for internal employee training

Proficient Skills and Languages

Skills: Web design(HTML 5, CSS 3, JavaScript, jQuery, Bootstrap), Prototyping (Axure, Invision, Sketch), Adobe Suite(Photoshop, Premiere, Flash, Dreamweaver, After Effects, Captivate), Coding(Java), 3D modeling(3D Max, Modo, Blender), Drupal, Audacity, Git

Language: English(Fluent), Bilingual Chinese - Mandarin and Cantonese(Native), Hakka(Fluent).