

Xi Zhang

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SKILL

Design

Photoshop
Sketch
After Effects
InDesign
Principle
InVision
Framer.js

UCD Methods

Wireframing
Prototyping
Usability Testing
Persona
Storyboarding
Contextual Inquiry
Interview

Coding

HTML
CSS
Bootstrap
JavaScript
jQuery

Statistics

SPSS
Excel
ArchGIS

PUBLICATION

“Commucity: A social network system for the non-resident elderly in big cities in China.” In Proceeding of the Second International Symposium of Chinese CHI (pp. 97-102). ACM.

"The Construction of Neighborhood Unit System of Flood Control and Drainage Based on Landscape Infrastructure." Building Resilient Cities in China. Springer International Publish, 2015. 43-61.

EDUCATION

- 2017 **Pratt Institute** | New York, NY
M. S. Information Experience Design
- 2015 **Iowa State University** | Ames, IA
M. Des. Sustainable Environment
- 2011 **Zhengzhou Institute of Aeronautical Management** | CHINA
B. S. Urban Planning & Design

EXPERIENCE

AUG 2018
Present

GroupM | New York, NY
UX/UI Designer

Build enterprise SaaS product and user experience for advertising agencies to precisely target audiences. Define product features based on advertiser tasks and client business goals for marketing campaign; design the interactions by creating wireframes and high fidelity mockups and visualize customer and campaign data for analytics.

JAN 2018
JUN 2018

Jop | New York, NY
UX Designer

Responsible for interaction design and user interface design of Jop mobile Applications on both iOS and Android platform. Iterate the App's end-to-end user experience design based on both qualitative data and user's feedback. Also work on business design for marketing activities.

AUG 2017
DEC 2017

DOOR 3 | New York, NY
UI/UX Designer (Part-time)

Work on interaction design for a client redesigning their CRM system to improve the usability and streamline their workflow through more intuitive visualizations and better information structure. Also conduct exploratory research for an intranet product to support ideation process.

MAY 2017
JUL 2017

SAP Concur | San Francisco, CA
UX Design Intern

Worked on Triplt Android App by ideating and incorporating motion design into the UI to delight user experience and improve usability. Partnered with product manager to envision new user stories and iterated on the designs. Produced design specs to deliver to engineers.



Architecture



Industrial Design



User Experience