

# XINYU XIAO

## User Experience Designer

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### EDUCATION

#### Integrated Design Processes, MA

Coburg University of Applied Sciences  
2015-2017 Coburg, Germany

#### Industrial Design, B.Eng

China Agricultural University  
2010-2014 Beijing, China

### SPECIALITIES

Interaction design  
Interface design  
Visual design  
Digital prototyping  
Competitive Analysis  
User research  
Usability testing  
Video making

### SKILLS

#### Visual tools

Adobe Creative Suite  
Sketch

#### Prototyping tools

Principle  
Framer  
Flinto  
Invision  
After Effects  
Axure

#### Development

Html / CSS, SASS  
JavaScript / CoffeeScript  
PHP / Wordpress  
Arduino

#### Languages

English (Professional working proficiency)  
German (fluent)  
Mandarin (native)

### EXPERIENCE

#### UX Designer | Experteer

Feb 2018 – Present | Munich, Germany

Experteer is Europe's executive career service for senior-level professionals. I worked with a cross-functional team (VP/developers/data scientists/PMs) and took charge of milestone design presentations to the team. With iterate design we constantly improve sign up rate, profile rate and up sell rate. Main projects:

- Experteer's mobile experience - Beyond Jobs
- Redesigned Experteer Data Service system.
- Designed and implemented new features on Experteer Website.
- Updated brand book and style guide.
- Assisted marketing campaigns by creating both print and digital materials.

#### UI Designer (working student) | Intershop Communications

Jan 2016 – Sep 2016 | Jena, Germany

Intershop offers solutions for E-commerce. We reconstructed the old version of Intershop Commerce Suite, which helps customer showcase their brands online. I was responsible for visual design refresh, including user interface, styleguide and design system. We received a lot of feedback from customer mentioned the new version of the visual experience has improved significantly.

#### Usability Engineer (Intern) | designaffairs

May 2015 – Sep 2015 | Munich, Germany

designaffairs is a design consulting agency for user experience. I involved in the design process of various projects.

- BMW Mini Service Now app - I supported in the process of define user journey, created wireframe and final user interface.
- SIEMENS Healthcare Somatom Force - an innovative CT scanner and HMI concepts. I was responsible for GUI of smart touch panels, supported brainstorm and user testing workshop.

#### Product Designer | Beijing Makerspace

Mar 2014 – Feb 2015 | Beijing, China

Beijing Makerspace is a place for Hackers to build their dream. I participated in the design process of different app/web projects, including ux research, interaction design, visual design and prototyping. Projects: Safety Tax Free, PILA Foot

### RECOGNITIONS

**Semi-Finalist Beijing Division, Ironman**  
3D Innovative Design Competition

**3rd Place, Candied gourd-abacus**  
National Tourism Souvenir Competition

**3rd Place, Animation My future & I like**  
National Student Advertising Competition

**Scholarship for Outstanding Student**  
China Agricultural University