Xuenan Xu
USER EXPERIENCE DESIGNER

✉ xuenanxu@umich.edu
📞 734-239-3043
🔗 www.xuenanxu.com

EXPERIENCE

Center for Academic Innovation, University of Michigan
UX Designer | 07/2019 - Present

Data.AI
A web product for visualizing and interacting with learner participation data from the University of Michigan's online course catalogue.

- Facilitated eight interviews with stakeholders from external teams to understand the objectives and expectations of the tool.
- Conducted competitive analysis on two tools currently used by the stakeholders to synthesize strengths and weaknesses.
- Built five personas of the primary and secondary users.
- Established the brand identity of the product by designing the logo, generating the color palette, creating illustrations, and building the design system.
- Designed wireframes for the MVP and iterated into hi-fi mockups based on stakeholders' feedback.
- Collaborated with a developer to implement the frontend of the MVP by using HTML, CSS and Vue.js

Goal Setter
A web application that plugs into Coursera and edX courses to enhance learners' motivations by creating a goal.

- Researched MOOCs interventions to identify pain points in the online learning environment.
- Conducted competitive analysis on existing goal-setting products.
- Designed and directed two workshops and one brainstorm session to ideate key features.
- Created wireframes, prototypes and the design system of the product.
- Facilitated ten usability tests with participants from different age groups and online learning experience.
- Paritipated in writing a case study of the design process accepted by CHI 2020 Conference.

Problem Roulette
A web platform students use to study for exams individually, in exam mode, or with a group in real time.

- Gathered design requirements from faculty to redesign the group lobby feature to provide a more open online learning environment during the pandemic.
- Redesigned the existing session creation to improve the efficiency of starting a study session.
- Redesigned student study session summary to identify performance needs.

Center for Academic Innovation, University of Michigan
UX Design Intern | 05/2018 - 04/2019

- Participated in two cycles of UX design and research of Michigan Online by working with another UX Designer, Marketing Specialists, Behavioral Scientists and Developers.
- Independently designed the Recommender online tool by conducting competitive analysis, wireframing, prototyping and usability tests.
- Participated in the design and re-redesign of GradeCraft to redesign the course-level dashboard, designed the icon set , designed the student self-grade pages and error pages.

EDUCATION

2017 - 2019
University of Michigan

Master of Science | Information Science
Concentration in UX Design & Research

2013 - 2017
Hefei University of Technology

Bachelor of Science | Information Science
Management Information Systems

SKILLS

UX RESEARCH
Competitive Analysis
Interview
Survey
Affinity Analysis
Heuristic Evaluation
Usability Test

UX DESIGN
Persona
Story Map
Sketching
Wireframing
Prototyping

TOOLS

Sketch
InVision
Adobe XD
Figma
Principle
Adobe Photoshop
Adobe Illustrator

CODING

HTML
CSS
Vue.js