



Xuenan Xu

USER EXPERIENCE DESIGNER

EXPERIENCE

Center for Academic Innovation

UX Designer | 07/2019 - Present

Problem Roulette

A web product helping students learn by practicing exercises from previous exams through individual study mode, live group study mode and exam mode.

- Redesigned the existing session creation flow to improve the efficiency of creating and starting a study session.
- Redesigned the session summary page to better assist students with reviewing and reflecting their study performance.
- Designed the group study lobby feature to provide an online group learning environment and better assist students' remote learning during the COVID.
- Collaborated with developers to implement the frontend of features by using HTML, CSS and Vue.js.

Data.AI

A web product for visualizing and interacting with enrollments and completions data of online courses that the University of Michigan offers on Coursera, edX and Futurelearn.

- Conducted 8 interviews with stakeholders from Leadership team, Learning Experience Design team, Operations team and Data Science team.
- Conducted competitive analysis on 2 tools currently used by the stakeholders.
- Built 5 personas of the primary and secondary users.
- Built the brand identity of the product by designing the logo, generating the color palette and building the component library.
- Designed the MVP of the tool.
- Collaborated with a developer to implement the frontend of the MVP by using HTML, CSS and Vue.js

Goal Setter

A web application that is plugged into Coursera and edX to enhance online learners' learning motivations by setting up a study goal.

- Conducted background research on goal-setting and MOOC interventions.
- Conducted competitive analysis on existing goal-setting products.
- Designed and ran 2 ideation workshops and 1 brainstorm session.
- Created wireframes, prototypes and the design system of the product.
- Conducted 10 usability tests with participants from different age groups and online learning experience.
- Collaborated with developers to implement the frontend of the MVP by using HTML and CSS.
- Participated in writing a case study of the design process and the paper was accepted by CHI 2020 Conference.

Center for Academic Innovation

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.

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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	<div></div>
InVision	<div></div>
Adobe XD	<div></div>
Figma	<div></div>
Principle	<div></div>
Adobe Photoshop	<div></div>
Adobe Illustrator	<div></div>

CODING

HTML	<div></div>
CSS	<div></div>
Vue.js	<div></div>