

# ZHIYANG XU

## UX / UI DESIGNER

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### EDUCATION

#### Parsons School of Design | New York

M.F.A. in Design and Technology expected 05/2018  
Honor: Dean's Merit Scholarship

#### University of Washington | Seattle

B.A. in Community, Environment, and Planning 06/2015  
Minor: Urban Ecological Design

### EXPERIENCE

#### Sous Le Manteau (SLM Paris) | New York 05/2017 - Present Web Designer

- Redesign and update this perfume company's e-commerce website
- Translated all contents and created a Chinese version of the website
- Designed print ads for magazines and newspapers

#### National Museum of Natural History | D. C. 09/2017 - 12/2017 UX Designer

- Proposed new concepts for an upcoming exhibition
- Designed prototypes and conducted user tests in the museum with museum visitors
- Created data analysis diagrams of the user testing results

#### Baron & Baron | New York 06/2017 - 08/2017 UX Design and Digital Intern

- Created site maps, wireframes, and interactive prototypes for web design projects of Ford Models and Pat McGrath
- Designed user journey maps for a digital campaign project of Public Hotel
- Conducted user tests and proposed UX design improvements for the website of Public Hotel and Asbury Park Now
- Implemented digital strategy research and competitor analysis for Francesca Amfitheatrof's e-commerce

#### Open Style Lab | New York 09/2016 - 12/2016 UX Researcher and Designer

- Conducted interviews and competitor analysis
- Created prototypes and conducted user tests with the client
- Documented user testing processes and prototypes

#### MZA Architecture | Seattle 09/2015 - 07/2016 Graphic and Architectural Design Assistant

- Updated HTML and CSS modifications for the company's website
- Designed and created presentation and marketing materials
- Created construction site analysis and planning diagrams
- Served as a translator between English and Chinese during client meetings; translated architectural and administrative documents

### SKILLS

#### Software

Sketch  
Framer  
Principle  
Flinto  
OmniGraffle  
Marvel  
InVision  
Photoshop  
InDesign  
Illustrator  
After Effects  
Muse  
SketchUp

#### Method

Interviews  
Surveys  
Persona  
User Scenarios  
User Journey Map  
Storyboard  
Competitor Analysis  
Site/App Mapping  
Wireframing  
Interface Design  
Low/High-fidelity Prototype  
A/B Testing  
Usability Testing

#### Creative Coding

HTML, CSS, JavaScript  
Processing (Java)  
Unity (C#)  
Arduino IDE (C/C++)

#### Language

English  
Chinese

### EXHIBITION

**Open Style Lab - Team Xian**  
MIT Museum FebFest 2017  
World Maker Faire NYC 2017