

ZHIYANG XU

UX / UI DESIGNER

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EDUCATION

Parsons School of Design | New York

M.F.A. in Design and Technology 08/2016-05/2018

Honor: Dean's Merit Scholarship

University of Washington | Seattle

B.A. in Community, Environment, and Planning 09/2011-06/2015

Minor: Urban Ecological Design

EXPERIENCE

Sous Le Manteau (SLM Paris) | New York

Web Designer 05/2017-Present

- Redesign and update this perfume brand's e-commerce website; implemented new UX/UI designs to increase its usability and sell the brand more efficiently
- Created the Chinese version of the website
- Designed print ads for magazines and newspapers

National Museum of Natural History | Washington D. C.

UX Designer 09/2017-12/2017

- Proposed original concepts for an upcoming exhibition
- Designed prototypes and facilitated user tests at the museum with real museum visitors
- Created analysis diagrams for the user test results

Baron & Baron | New York

UX Design and Digital Intern 06/2017-08/2017

- Designed user journey maps, site maps, wireframes, and interactive prototypes for web design projects for luxury fashion business clients such as Ford Models
- Conducted user tests and proposed UX design improvements for the websites of luxury hospitality properties in New York
- Implemented digital strategy research and competitor analysis for Francesca Amfitheatrof's luxury jewelry e-commerce

Open Style Lab | New York

UX Researcher and Designer 09/2016-12/2016

- Collaborated with fashion designer and occupational therapist to create a wearable solution that met both aesthetic and functional demands for our client with disabilities
- Accomplished user research and competitor analysis
- Created prototypes and facilitated user tests with the client

MZA Architecture | Seattle

Graphic and Architectural Design Assistant 09/2015-07/2016

- Updated HTML and CSS modifications for this company's website
- Designed deliverables to clients and marketing materials
- Served as a translator during client meetings; translated contracts

SKILLS

Software

Sketch
OmniGraffle
Marvel
InVision
Photoshop
InDesign
Illustrator
After Effects
Muse
SketchUp

Method

Interview
Survey
Persona
User Scenario
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