# 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
Interaction Designer
- Proposed new concepts for an upcoming exhibition about mobile phone
- Designed prototypes, conducted user tests in the museum with 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 user testing with the client
- Completed competitor analysis
- Documented user testing processes and prototypes

**MZA Architecture | Seattle**  09/2015 - 07/2016
Graphic Design & 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