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
Framer
Principle
Flinto
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