

ZHIYANG XU

UX / UI DESIGNER

www.zhiyangxu.com
in linkedin.com/in/xuz150
✉ xuz150@newschool.edu
☎ +1 (917) 831-8529

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

SSENSE (www.ssense.com) | Remote

Freelancer 03/2018-Present

- Created a Brand Voice/Style Guide document for their Chinese site

Sous Le Manteau (www.slm.paris) | New York

Web Designer 05/2017-Present

- Redesigned and update this perfume brand's e-commerce website
- Implemented new UX/UI designs and added custom CSS animations to increase usability and to improve conversion rates
- Created the Chinese version of the website

National Museum of Natural History | Washington D. C.

UX Designer 09/2017-12/2017

- Proposed concepts, designed prototypes, and facilitated user tests at the museum with real visitors for an upcoming exhibition
- 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 and Pat McGrath
- Conducted user tests and proposed UX design improvements for the websites of two luxury hospitality properties in New York
- Implemented digital strategy research for Bottega Veneta and 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