

# Yanling Xu

## UX / Product Designer

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### BIOGRAPHY

As a designer, I'm passionate about solving complex problems, system thinking and design that works well and does good. With user research and rapid prototyping, I deliver solutions that achieve business and user goals.

### EXPERIENCE

#### UX Designer / Genospace, Boston

Oct 2018 - Present

- Lead user research and product design effort to deliver end-to-end enterprise solutions in the data management domain
- Initiated the design and development of Genospace's first design system
- Promoted design grooming and design QA practices to enhance collaboration with product and engineering teams

#### UX Design Intern / Motorola Solutions, Chicago

May 2018 - Sept 2018

- Led thorough stakeholder and market research on the safety and security landscape in K-12 and colleges
- Designed and prototyped an end-to-end intelligent system by applying user-centric methods with 2 patents filed

#### Product Designer / Bentley University UX Center, Boston

Oct 2017 - May 2018

- Managed a portfolio of 4 different projects in healthcare, government, and consumer product and service sectors with clients including National Science Foundation, TripAdvisor, and Brightcove.
- Facilitated design sprints, conducted heuristic evaluation, delivered vision prototypes using various prototyping techniques.

#### Research Associate / Institute for Social Research

May 2015 - Jul 2017

- Planned and executed qualitative and quantitative research tasks including contextual inquiries and survey design for health and retirement studies.

### EDUCATION

#### MS, Human Computer Interaction

Sep 2017 - Dec 2018

Bentley University, Boston

#### BS, Mathematical Science & Economics

2012 - 2015

University of Michigan, Ann Arbor

### TOOLS

#### Designing

Figma  
Adobe Suite  
Sketch  
Axure

#### Coding

HTML / CSS  
Javascript  
React  
Python

#### Prototyping

Principle  
InVision  
Framer X

### SKILLS

#### Formative Research

User Interviews  
Survey / Observation  
Competitive Analysis

#### Generative Research

Affinity Diagramming  
User Personas  
Journey Mapping  
Sketching  
Prototyping

#### Summative Research

Usability Testing  
Heuristic Evaluation  
Cognitive Walkthrough

### ACCOMPLISHMENTS

Patent – Dynamically Docking An Unmanned Aerial Vehicle

16/184043 (Docket No. PAT23218-US-PRI)

Patent – Method and System to Project Guidance to Building Occupants During An Emergency Situation

16/714996 (Docket No. PAT23753-US-PRI)