

# YUE XU

UX/UI Designer

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## EDUCATION

### Cornell University

Ithaca, NY, May 2017

*Master of Information Science*

*Human-Computer Interaction focus*

### University of Georgia

Athens, GA, December 2009

*Bachelor of Fine Arts*

*Graphic Design, magna cum laude*

## SKILLS

### Design

Agile iterative process

Interaction design (web/mobile)

Wireframes

Prototyping

Usability testing

Visual design

Information architecture

Contextual inquiry

Heuristic evaluation

Persona

Storyboards

Affinity diagram

Competitive analysis

Journey map

Section 508 Accessibility Compliance

### Toolbox

Sketch

Photoshop

Illustrator

InVision

Balsamiq

InDesign

After Effect

Adobe XD

### Programming

HTML/CSS

JavaScript

jQuery

D3.js

Python

## SUMMARY

- Experienced multidisciplinary designer with over 9 years of experience in design and consulting industries
- Recently received a master's degree in information science from Cornell University specializing in human-computer interaction
- Looking to leverage my professional design expertise and interpersonal skills into a user experience designer position

## EXPERIENCE

### User Experience Designer, IBM, Watson Health

Cambridge, MA | Jan. 2018 – Present

- Leverage artificial intelligence to solve meaningful problems for clinicians to more promptly and more accurately diagnose patients. Collaborate with user researchers, offering managers, machine learning/development teams, and regulatory team across global on imaging analytics/artificial intelligence product discovery and market research for several Watson Health products
- Conduct user research to evaluate hypotheses and corroborate user needs with business opportunities, and use metrics of NPS or other KPI in measuring results of the offering to create tangible values for both client and users
- Communicate user research findings and provide artifacts to align the understandings of the users' needs and offering opportunities with the offering management. Create, test, and iterate on wireframes and high-fidelity interactive prototypes to deliver delightful user experience based on a good understanding of the users and the problem space through user engagement and research

### Consultant, Excella Consulting

Arlington, VA | Jan. 2016 – Aug. 2016

- Worked side by side with the clients and stakeholders from the United States Citizenship and Immigration Services (USCIS), other designers, content strategists, product managers, and the development team in an agile environment to design and deploy numerous web applications
- Led the visual design team to work on multiple website design projects, created wireframes, prototypes, style guidelines, pattern library, high-fidelity user interface designs and specification for the web development team
- Conducted contextual inquiries and usability testing, including guerrilla user testing, user interviews, story harvesting and ethnographic research
- Managed timelines and production schedules for all design projects

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## SELECTED AWARDS

- 2016 ClearMark Award, website category
- 2016 ACT-IAC (The American Council for Technology and Industry Advisory Council's) 2016, Igniting Innovation Award
- 2016 U.S. Citizenship and Immigration Services (USCIS) Director's Pioneer Award
- 2016 22<sup>nd</sup> Annual Communicator Awards, Silver Award of Distinction
- 2015 Graphic Design USA Health + Wellness Design Award
- 2015 National Association of Government Communicators Blue Pencil & Gold Screen Award, Award of Excellence
- 2014 Hermes Creative Awards, Platinum Award
- 2013 PR Daily's Digital PR Awards, Best Infographic Award
- 2013 W<sup>3</sup> Awards, Silver Award, Website Feature — Visual Appeal
- 2013 W<sup>3</sup> Awards, Silver Award, Website Feature — User Experience
- 2013 Web Health Awards, Gold Award, Website Category
- 2013 Web Health Awards Bronze Award, Infographic Category
- 2012 National Institute on Drug Abuse Director's Award, Website Category
- 2012 Web Health Awards Merit Award, Website Category
- 2012 The Communicator Awards, Silver Award, Print Advertising — Poster Category
- 2012 ClearMark Awards, Award of Distinction, Website Category

### **Graphic/Interactive Designer**, Palladian Partners Inc.

*Silver Spring, MD | Oct. 2010 – Dec. 2015*

- Worked on wireframes and prototypes of award-winning public health and health education digital materials, including numerous websites, interactive training courses, infographics, motion graphics, logo/branding, and social media marketing materials for various federal agencies
- Managed and mentored junior designers by leading projects, providing art direction, and generating production schedules
- Worked with project managers, content strategists, and development team to identify user needs, clients requirements, and problem space; recommended innovative and data-informed solutions

### **Graphic Design Intern**, Nielsen Business Media

*New York, NY | May – Aug. 2009*

- Worked on the magazine design, layout, and production
- Created graphics and illustrations, and worked on photo manipulation and retouching

### **Graphic Designer**, University of Georgia magazine

*Athens, GA | Jan. – Aug. 2009*

- Designed and produced magazine for the University of Georgia

### **Graphic Designer**, Philippine Market Environmental Design Project

*Athens, GA | Jan. – May 2009*

- Worked with Professor Susan Roberts at the University of Georgia on creating digital designs and graphics for an environmental design project in a department store in the Philippines
- Selected color palette and tiles for the design

### **Graphic Design Intern**, Contemporary Bride Magazine

*Piscataway, NJ | May – Aug. 2008*

- Worked on the design and production of the magazine
- Worked on the creating digital graphics for the company's website

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## SELECTED PROJECTS

- IBM Watson Health Imaging Care Advisor for Liver, artificial intelligence product for diagnosing liver cancer
- United States Citizenship and Immigration Services (USCIS), online application for naturalization
- USCIS applicant account experience website
- National Institutes of Health (NIH), Explore NIH interactive website
- NIH, Plain Language: Getting Started or Brushing Up website
- National Center for Advancing Translational Sciences (NCATS) Meet Chip website
- National Institute on Drug Abuse, Easy-to-Read Drug Facts website
- University of Hawaii, interactive training course for pharmacists at The Daniel K. Inouye College of Pharmacy

- Office on Women's Health, U.S. Department of Health and Human Services, 30 Achievements in Women's Health in 30 Years (1984 – 2014) website
- The United States President's Emergency Plan for Aids Relief, Research Administration: The Bridge to Sustainable Research interactive training course design and programming
- Surgeon General of the United States, Step It Up! Initiative promotional materials (infographics, banner, book, web graphics and collateral products)
- GirlsHealth.gov of Office on Women's Health, U.S. Department of Health and Human Services, Safety Equipment interactive infographic; Ways to Get Over Exercise Excuses interactive web page
- National Institute of Justice, *NIJ Journal* redesign, digital publishing for mobile devices and editorial materials design
- State of Wisconsin, WIC (Women, Infants, and Children) program logo design and branding guidelines
- Branding design for KAI Research, including company logo, style guidelines, stationaries, and marketing materials

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## LANGUAGES

- English, bilingual proficiency
- Chinese, bilingual proficiency