Xiaochen

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Experience

Samuel E. Kelly Ethnic Cultural Center
Visual Designer & Webmaster | 9. 2015 - 8. 2017

Designed and created visual contents for events held or sponsored by the Kelly Ethnic Cultural Center. Designed and maintained websites using Wordpress. Promoted events through designate emails and social media posts.

One Media Venture LLC
Multimedia Design Intern | 6. 2017 - 8. 2017

Designed and created contents in multimedia forms, such as newspaper and magazine layouts, editorial design, motion graphics, and digital illustrations.

Recreational Equipment Inc. (REI)
Product Design Intern | 1 - 6. 2016

Researched, iteratively designed and created an interactive hiking boots retail website prototype, REI FIT, that successfully brings in-store fitting experience to REI's digital site.

HCDE Directed Research Group
Student Researcher | 4. 2013 - 6. 2014

Performed literature review on finding reading patterns using eye-tracking system. Scheduled and facilitated study sessions over three months. Qualitatively analyzed gaze plots data for common Japanese reading patterns.

Education

University of Washington, Seattle | 2012 - 2016
BS in Human Centered Design & Engineering
Cumulative GPA: 3.72 | Major GPA: 3.83

Projects

ROOTS Rebranding
Visual Designer | 4 - 6. 2016

Rebranded a non-profit organization based in Seattle, Rising Out of the Shadow (aka ROOTS), by polishing the visual system.

Seattle Safe Bike
Tableau Lead & UX Designer | 9 - 12. 2015

Researched, iteratively designed and created an interactive data visualization dashboard for stolen bikes in Greater Seattle Area during the past decade, to help bikers to improve parking decisions.

Re-defining Chinese Contemporary Arts
Digital Artist & Researcher | 6. 2016 - Now

Collecting, studying, and critiquing art, focusing on Chinese contemporary art related publications and workpieces. Creating art components on a weekly basis to build a personal art series.

Skills

Creative Skillset
UX Design
Visual / UI Design
Data Visualization
Digital Painting
Motion Design

Design Toolkit
Adobe Creative Suite
Sketch / Principle
Axure RP / Marvel / InVision
Tableau / Office Excel
HTML / CSS / Javascript

UX Methods
Prototyping
Storyboard
User Research
Usability Testing

Language
English
Mandarin