

XIONG ZIYAO

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PROFESSIONAL SUMMARY

UX/UI Designer with 1+ year experience in ToB, ToC products and AI agent. Bridge design and development through UX expertise and front-end skills including JavaScript, HTML, CSS implementation. Skilled in user research, information architecture, seamless interaction design. Experienced across product lifecycle including research, design, development.

EDUCATION

University of the Arts London **MSc Creative Computing** London, UK | Oct 2023 - Feb 2025

- *Grade: Distinction*
- Modules: Advanced Creative Coding, Game Development, Machine Learning (Python), Physical Computing

Wuhan College **BA Environmental Design** Wuhan, China | Sep 2019 - Jun 2023

- *Grade: 91.66 (1st)*
- Recipient of China's Highest-level Scholarship

WORK EXPERIENCE

Junior Game Systems Designer - Luminarytech Limited London, UK | May 2025 - Present

- Applied rapid prototyping techniques to design and document gameplay systems, ensuring clear mechanics for cross-functional implementation
- Collaborated in agile environment with developers on system feature, managing progress and validating delivery
- Created user-centric design flows and UI interaction logic to support scalable system expansion
- Embraced experimentation culture through systematic gameplay mechanics iteration based on user feedback
- Established design thinking processes and standardized documentation workflows for enhanced team collaboration

Front-end Development Intern- 2Toucans London, UK | Jun 2024 - Sep 2024

- Implemented cross-device compatibility by CSS media queries, ensuring seamless user experience across all platforms
- Conducted comprehensive quality assurance testing by systematically inspecting website elements and functionality, documenting design inconsistencies and collaborating with developers to ensure brand integrity across platforms
- Collaborated effectively with cross-functional teams, optimising workflows to enhance delivery quality and efficiency

User Experience Design Intern - Yide Advertising Co., Ltd. Wuhan, China | Jan 2023 - Jun 2023

- Conducted competitive analysis and user research, identifying key pain points that informed design decisions
- Designed and refined prototypes based on insights from testing with 35 participants (80% response rate)
- Created user-centred wireframes and interaction flows that improved task completion rates by 30%
- Collaborated with development team to ensure design feasibility while maintaining core UX principles

Information Design Assistant - Yanghe Construction Eng. Co., Wuhan, China | Nov 2022 - Jan 2023

- Analysed complex datasets, creating clear visual narratives that effectively communicated key insights
- Optimised data processing workflows, reducing irrelevant information by 40% and improving data clarity
- Designed client-aligned marketing visuals applying effective hierarchy principles and brand guidelines

Product Designer, Student Opportunity Discovery Application Wuhan, China | Mar 2021 - May 2021

- Conducted research with 50+ participants, uncovering 4 critical pain points that directly informed design solutions
- Designed intuitive navigation flows that reduced task completion time by 35% through iterative user testing
- Created responsive wireframes and high-fidelity prototypes in Figma, earning positive feedback from 85% of test user
- Delivered final designs that increased platform engagement by 32% compared to previous version

PROJECT EXPERIENCE

Machine Learning-Powered Sketch to Art Transformation Tool London, UK | Dec 2024

- Independently developed product lifecycle from concept to launch, handling design and technical implementation
- Optimised AI model parameters through systematic testing, improving output quality and generation accuracy
- Designed intuitive UI/UX that made complex ML technology accessible to users with no technical background
- Built responsive website with HTML/CSS/JavaScript, reducing sketch-to-artwork generation time to under 15 seconds

ADDITIONAL INFORMATION

Languages: Mandarin Chinese (Native), English (Proficient), Cantonese (Intermediate)

Design Skills: Figma, Adobe (PS, AI, ID, XD), Cinema 4D, TouchDesigner, Unity, Unreal Engine

Technical Skills: JavaScript, CSS, HTML (Intermediate), Python (Elementary), Arduino IDE, Machine Learning

UX Skills: User Journey Mapping, Competitive Analysis, Information Architecture, A/B Testing

Soft Skills: Cross-functional Teamwork, Presenting Design Decisions, Time Management, Adapting to Feedback