

Hello!

I'm Xi Jin.

UX Designer & Researcher

2+ years of experience in user-centered digital marketing strategy and project management

Passionate about crafting end to end experience for users through human-centered design thinking and creative approaches

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Education

Carnegie Mellon University

Graduated Aug. 2019

School of Computer Science,
Master of Human-Computer
Interaction (MHCI)

Boston University

Graduated May 2015

College of Communication,
BS in Mass Communication,
Advertising and Public Relations

Skills

Design

UX/UI Design

Wireframing, Rapid Prototyping
Illustration, Animation

UX Research Methods

Affinity Diagramming, Persona,
Think-Aloud, Desirability Study,
Card Sorting, Customer Journey Map,
Contextual Inquiry, Service Blueprint,
Experience Prototype

Coding

HTML/CSS, JavaScript

Arduino (microcomputer)

Python

Tools

Adobe Creative Suite ,
Sketch App, Figma, Invision
Principle (animation)

User Experience Projects

Blockchain and Cryptocurrency in Small Scale Economy | Pittsburgh, PA

Sponsored by PNC Center for Financial Innovation

CMU MHCI Capstone Project Jan. - Aug. 2019

- Identified suitable use cases to apply blockchain technology in small scale economy for the PNC Center for Financial Innovation at CMU's Tepper Business School
- Conceptualized and tested a decentralized database structure for data security
- Designed and tested usable interfaces for blockchain smart-contracts
- Project managed an experience prototype in the form of a "cryptocurrency party"

Anthropocene Activity & Conversation Kit | Pittsburgh, PA

Carnegie Museum of Natural History (CMNH)

Learning in Museum Class Project Feb. - Apr. 2019

- Designed a tangible interactive exhibit that educators can use to teach museum-goers about the influence of human behavior to nature
- Researched museum-goers' interest and familiarity to the topic
- Prototyped iterations of the exhibit, using Arduino, Processing and laser cutters
- Tested iterations of the design with museum-goers to evaluate their learning outcome

Work Experience

Future Capital | Beijing, CHINA

Event Planning and PR Freelance May - Jul. 2018

- Planned and executed 2 multi-day corporate conferences for the Venture Capital company, which each hosted over 100 guests
- Designed the agenda and activities for the Conferences, to empower young CEOs of the VC's portfolio companies to become better entrepreneurs
- Project managed the re-design of the company's website

BlueFocus Digital | Beijing, CHINA

Senior Account Executive May - Sep. 2017

Account Executive Dec. 2016 - May 2017

Assistant Account Executive Jan. - Dec. 2016

- Led teams to plan and execute social media campaigns for VIP.com
- Planned and executed social media campaigns for Microsoft Office, VIP.com, Qoros, and lianjia.com
- Project managed the execution of all visual assets for Volkswagen and Qoros during the client pitching
- Ran VIP.com's English social media accounts, including: Facebook, Twitter, LinkedIn and wrote press releases for VIP.com
- Nominated for the *China 2017 Digital Media Awards* for VIP.com's New York Fashion Week debut campaign

Boston University Ad Lab | Boston, MA

Team Art Director Jan. - May 2015

Client: Flatworks LLC (a Kickstarter Startup)

- Worked in team of 4, with a copywriter, an account and a tech lead to design logo, print ad and digital banner ads for client
- Won *Best Team Creative* of the semester