

XIANGZHU CHEN

Digital Product / UX Designer

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EDUCATION

Carnegie Mellon University

School of Computer Science

Master of Human-Computer Interaction

Aug 2019 GPA: 4.13/4.0

University of Wisconsin-Madison

Bachelor of Arts-Strategic Communication

Certificate: Studio Art

May 2017

SKILLS & TOOLS

Design Skills

Prototyping / Wireframing

Sketching / Drawing

Service design

Persuasive design

Graphic design

Branding design

Design Softwares

Adobe Suite (Ai, Ps, Pr, Id, Ae)

Sketch, Figma

Principle, InVision

Axure

Blender

Research Skills

Interview

Contextual inquiry

Personas

Customer journey map

Service blueprint

Quantitative research with Tableau

Google Analytics

Usability testing

Coding

HTML / CSS

Python

Javascript

WORK EXPERIENCE

UX/UI Designer Jan - July 2018

Beijing Jingqi Technology Co., Ltd. Beijing, China

- Led the redesign of a cosmetics management mobile app.
- Created product strategy and roadmap with CEO.
- Created design specs for hand-off to front-end developer.
- Spearheaded the release of the redesign, which gained 3 million downloads in a month (on iOS and Android platforms).

PROJECTS

Product/UX Designer Jan - Aug 2019

Nemacolin Woodlands Resort (Capstone project) Pittsburgh, PA

- Designed a mobile-first web app that provides guests with recommendations and itinerary building features, leveraging machine learning based logic.
- Visioned concept direction via qualitative and quantitative research.
- Analyzed research data to distill insights that informed design decisions.
- Led the design phase from scenarios to high-fi prototypes and branding, and worked with engineers to implement the design.
- Visualized research insights for clients, including personas and journey maps.

Game & Service Designer Jan - May 2019

Philips Healthcare x CMU Oh! Lab (Design research project) Pittsburgh, PA

- Interviewed participants to identify the barriers to healthy sleep behavior.
- Designed game mechanism using human-centered methods and game design approaches.
- Designed and led hypothesis-driven playtests that informed design decisions on iterations.
- Co-authored a sleepy game research paper (submitted to CHI Play), and a game manifesto.

UX Designer Jan - Mar 2019

CMU Enrollment Service Pittsburgh, PA

- Conducted interviews, secondary research, and surveys to generate insights that unveil the root problems of transition phase of new students.
- Visioned the design concept using prioritization chart and iterated several rounds with evaluative research.
- Crafted web design from low to high-fidelity prototypes and design specs.
- Led the communication with client and set agendas.
- Presented the solution's vision and design decisions to related stakeholders.