

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 Arts

May 2017

SKILLS & TOOLS

Design Skills

Prototyping / Wireframing

Sketching / Drawing

Service design

Graphic design

Branding design

Design Tools

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

Sketch / Figma

Principle / InVision

Axure

Blender

Research Skills

Interview

Contextual inquiry

Personas

Customer journey map

Service blueprint

Tableau

Google Analytics

Usability testing

Programming

HTML / CSS

Python

Javascript

WORK EXPERIENCE

UX/UI Designer

 Beijing Jingqi Technology Co., Ltd

Jan - July 2018 | Beijing, China

- Led the redesign of a cosmetics management mobile app.
- Created product strategy and roadmap with CEO.
- Developed 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

 Data-driven Trip Planner (CMU Capstone)

Sponsored by Nemaclin Woodlands Resort Jan - Aug 2019 | Pittsburgh, PA

- Designed a mobile-first web app that provides guests with recommendations and itinerary building features, leveraging machine learning based logic, which received highly positive remark from the client.
- 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.

Player Experience Designer

 Sleepy Games

Philips Healthcare x CMU Oh! Lab Jan - May 2019 | Pittsburgh, PA

- Designed a social game in workplace to help people form better coffee-drinking behaviors using human-centered methods and game design approaches, which was featured in a research paper.
- Interviewed participants to identify the barriers to healthy sleep behavior.
- Designed game mechanisms for all the iterations, and service blueprints.
- 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

 Student Information Online Redesign

CMU Enrollment Service Jan - Mar 2019 | Pittsburgh, PA

- Redesigned SIO to support students' on-boarding experience by adding a new feature to the current web platform.
- Conducted interviews 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.
- Presented the solution's vision and design decisions to related stakeholders.