

XUEHUI ZHANG

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EDUCATION

Carnegie Mellon University

Pittsburgh, PA | 2019 - 2020

MA in Design

Rutgers University

New Brunswick, NJ | 2013 - 2017

B.A. in Mathematics & Economics

Magna Cum Laude

SKILLS

Tools

Illustrator | Adobe XD | Photoshop

After Effect | InDesign | Sketch

Figma

Programming

Java | Arduino

Expertise

User Research | Service Design

Visual Design | Prototyping | UX Design

Wireframing | Information Architecture

Experience Mapping | Motion Graphics

Transition Design

ACHIEVEMENTS

Goodyear Innovation Challenge

1st Place

Nov 2019

Kellogg Design Challenge

Finalist

Nov 2019

Academic Excellence Award

(Top 10%)

2015

SAS Excellence Award Scholarship

2015 - 2016

PROFESSIONAL EXPERIENCE

08/2019 ● Researcher

Present

Carnegie Mellon University, School of Design | Pittsburgh, PA

- Worked on the Dexion Future project with Peter Scupelli, expanding the courses and promoting design for long lifespan to universities worldwide.
- Working with Dina El-Zanfaly to build a website for a maker's lab.

05/2019 ● User Interface Design & Product Design Intern

07/2019

Shanghai Xinyao Information Technology | Shanghai, China

- Took ownership to redesign the homepage and price page for a language education platform, both on web and mobile screen.
- Created a conversational survey for future users' onboarding.
- Prototyped and iterated study flow and main panel page.
- Increased user engagement and reduced bounce rate by 3%.

07/2017 ● Senior Associate - Customer Service Representative

09/2017

AXA Equitable Life Insurance Company | Secaucus, NJ

- Communicated effectively through phone calls, analyzed clients' problems and provide appropriate solutions.
- Multitasked on different internal systems while communicating with clients.

PROJECTS

01/2020 ● Sustainable Food Systems

Present

Learner Experience Design, CMU | Group Project | Pittsburgh, PA

Designing a learning experience for freshmen to learn about the impacts of their diets on Earth, and encourage them to adapt more sustainable diets.

STAKEHOLDER MAPPING | USER RESEARCH

02/2020 ● Medical Mobile - Birth Control

Present

The FemTech Collaborative, IxD Studio | Group Project | Pittsburgh, PA

Designing a mobile application that allows individuals to compare and filter birth control methods through clarifying their reproductive goals, values, and lifestyles.

COMPETITOR ANALYSIS | INFORMATION ARCHITECTURE | USER FLOW

07/2018 ● Wukong, a smart sleep companion product

08/2018

Maker Workshop, WellDesign | Group Project | Beijing, China

Led team to design a smart companion product to facilitate Chinese families as their children transitioned to sleep independently. Coordinated team members by prioritizing and proceeding process of project on schedule.

USER RESEARCH | EXPERIENCE MAPPING | PROTOTYPING | UI