

# XUEHUI ZHANG

[www.xuehuizhang.com](http://www.xuehuizhang.com) ↗

+1 (732) - 208 - 2255

xuehuiz@cmu.edu

## EDUCATION

### Carnegie Mellon University

Pittsburgh, PA | 2019 - 2021

MA, MPS in Design

### Rutgers University

New Brunswick, NJ | 2013 - 2017

B.A. in Mathematics & Economics

**Magna Cum Laude**

## SKILLS

### Tools

Illustrator | Adobe XD | Sketch

Photoshop | After Effect | InDesign

Figma |

### Programming

Java | Arduino

### Expertise

Communication Design | User Research

Service Design | Communication Design

Prototyping | Information Architecture

Wireframing | Experience Mapping

Motion Graphics | Conversation 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

### 06/2020 ● UX Design Intern

08/2020 Teletraan | Remote

- Led the design of Inspection, Maintenance, and Setting section;
- Developed features of v1.0 product with product manager;
- Facilitated development team to test live features, adjusted details of the product;
- Built design guidelines.

### 05/2019 ● UI & 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 ● What The Fork - Sustainable Food Systems ↗

Present

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

Designed 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 ↗

03/2020

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

Designed 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**