

Elijah Xia

UI/UX Designer
Interactive Designer
Graphic Designer
Fictionist/Freelance Writer

Objective

Interaction designer with experience of UI/UX, graphics and multimedia design, seeks for a full-time/intern position of UI/UX and product design in a company.

Contact

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- 🌐 www.elijahxia.com
- 📄 Zhou Xia's LinkedIn

Skills

- Adobe Creative Suite (Ai, Ps, Id, Xd, Ae, Pr)
- Web Design (HTML/CSS/JS)
- Information System & Database (PHP, SQL)
- Figma
- Unity
- Cinema 4D

Languages

- English
- Mandarin

Projects

- Novel Publication: [Link Here](#)
- Coverpage Design: [Link Here](#) (Cover, Back Cover & Spine)

2019.08-2021.05

New York, US

2016.07-2019.07

Brisbane, Australia

2021.02-2021.05

New York, US

2020.12-2021.02

New York, US

2020.05-11

New York, US

2018.06-09

Shanghai, China

2018.01-03

Shanghai, China

2014.07-09

London, UK

2020.12

Online

2018.06

Brisbane, Australia

Education

Parsons School of Design

○ GPA: 3.8/4.0 ○ Dean's Merit Scholarship

- Master of Fine Arts in Design and Technology
- Related Courses: Motion Graphics, Creative Filmmaking, Creative Coding: Unity, Game Design, XR for the Real World, Sound as Material, Simulated Life, etc.

The University of Queensland

○ GPA: Distinction

- Bachelor of Multimedia Design
- Related Courses: Design Thinking, Web Design, Graphic Design, Human-Computer Interaction, Digital Prototyping, Programming in the Large, Relational Database System, Physical Computing, etc.

Experience

Parsons ELab | Entrepreneurial Lab

UI/UX Research Assistant

- Experimented and applied strategic design methods to design a book and its companion website which help startups launch in more resilient, adaptive, and innovative ways working with entrepreneurs, accelerators and incubators.
- Responsible for rebranding and investigating the preference for GenZ & Millennials making the comparison with other products of book markets. Conducted website analysis and design and crafted impactful ventures for new paradigms of doing business.

Zeitcaster | Event Discovery Service

UI/UX Designer

- Created and refined wireframes, workflows and prototypes that define the interface and interaction for website and components on homepage, search result page, and event detail page.
- Conducted qualitative user research and evaluate user feedback, then establish, storyboards, user journey map and to ensure both users and client's voice is incorporated into the design process.

Etomon | Virtual Education Platform

UI/UX Designer Intern

- Created thoughtful and appropriate solutions to design challenges of all sizes by translating research insights into engaging user interfaces that satisfy user needs, business requirements and technical constraints by using useful flows, storyboards, prototypes and information architecture blueprints.
- Collaborated with multidisciplinary product teams, director, stakeholders and engineers in an iterative, transparent and feedback-driven process, to ensure a smooth and data-driven product development process by conceptualizing, document, design and develop new product concepts.
- Worked with product managers and engineers on development of UI pattern toolkits. Created high-fidelity mockups and oversee UI design implementation serving as an advocate for designing strategic product decisions. Developed comprehensively annotated design specifications and functional documentation for the development team.
- Pitched and orchestrated a method to market and advertise the instructors' education programs by using short videos & livestreams to better and more efficiently attract new users and students. The methods had successful outcome and were further promoted by the team.

ELKONIC | Nutrition Research Centre

UI/UX Designer

- Demonstrated leadership, taking responsibility for the entire front-end development, including the design of layout, online advertising banners, web promotion and marketing imagery, using HTML/CSS, as well as some parts of backend development, including database building and framework visualization, using SQL/PHP.

ERGENG | Media & Network Technology

Video & Multimedia Designer Intern

- Closely worked with ERGENG editorial team to conceive, shoot and edit videos; responsible for uploading videos to various digital platforms imagery.
- Participated in the WeChat official account writing and video productions, with the highest click rate exceeding 10,000 and the rest kept above 3,000 on average.
- Participated in the entire video production pipeline of the interview with Yuanyuan Wang (the director of the modern dance musical "Early Spring in February"). Worked on initial content planning, the on-site interview shooting, video post-editing, writing and publishing of articles on the WeChat public account.

The Chinese Weekly | Media Production

Graphic Designer Intern

- Accomplished the fastest and most complete report of Virgin Atlantic aircraft fault for the audience; produced related graphic artwork for print, media, social and digital mediums.
- In-depth interviewed with Cambridge exchange students and polished their stories with visual aspects of magazines and website, including photos, layouts, illustrations and videos.

Awards & Achievements

Hackathon Finalist & Zeitcaster Challenge Winner (Team)

#UXRESULT | UX Design Hackathon 2020

- Redesign a responsive solution of the filter and search result pages to give users a better understanding of the event context they are looking at.

Honorable Mention Award & Top 10 Project

UQ | INFS3202 Group Project Competition 2018

- Design and develop an online educational web project, which covers concepts & fundamentals of WIS, client- & server-side technologies, and recent advances.