

# Shunchen Xu: UX/UI Designer

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[LinkedIn](#) | [Portfolio](#) | [Behance](#)

## SUMMARY

UX/UI designer who is passionate about User Experience Design. I have education and experience in qualitative and quantitative research, always dedicated to user-centered design. I have been [sketching and illustrating](#) since I was little, competent in sketching out the solution first. With intense training at the UX Bootcamp, I'm proficient in Figma for wireframing and prototyping.

## TECHNICAL SKILLS

**Skills:** User research, competitive analysis, user personas, user stories, user flows, site maps, sketching, wireframing, visual design, prototyping, user testing.

**Tools:** Figma, Adobe XD, Photoshop, Illustrator, InVision, Asana, Miro, Webflow, Procreate

## PROJECTS

### Thinkful - UX/UI Design Projects | 2020 - 2021

*Brownie – An Errand Service app* | [Project Case Study Link](#)

- Designed a mobile app that helps users find someone to run errands for them through a sharing service.
- Discovered user-centered solutions through user surveys and in-depth competitive analysis.
- Generated User Personas, User Stories, User Flows, Site Maps based on findings from the research.
- Ideated and developed the solution through sketches, wireframes, visual design, and prototypes.
- Conducted user tests and incorporated feedback to refine the solution.

*Meal & Grocery - A three-week design sprint with an actual client* | [Project Case Study Link](#)

- Designed an app that allows users to browse recipes, efficiently plan meals and generate grocery lists accordingly.
- Regular meetings with the client and stakeholders to update project progress.
- Conducted Competitive Analysis, generated multiple solutions for clients, and made strategic decisions.
- Wireframe and Prototype design with Figma, conducted one-on-one User Tests and integrated feedback into the design.

*BusTime - A transportation app* | [Project Case Study Link](#)

- Designed a mobile app from scratch for a hypothetical client to display the real-time bus schedule app for the bus rider.
- Formulated and analyzed user surveys, conducted three one-on-one user interviews to collect in-depth qualitative data.
- Created User Personas, User Journey Map, Empathy map, User stories, User flows, Site map, Wireframes, Branding works, Prototypes with Figma
- Conduct Usability Test and Accessibility Test, incorporating user feedback into design iterations.

## RELEVANT EXPERIENCE

### Product Manager

*China Travel Depot | Beijing, China | 2011 - 2014*

- Cooperated with tourist administration and major airline companies; designed over 20 travel products.
- Doubled the revenue for the team in two consecutive years and won the "Best Performance" Award in 2013.
- Coordinated travel arrangements and maintained relationships with partner corporations and VIP clients.
- Provided regular sales training and sales supports.

## EDUCATION

### Certificate, UX/UI Design Program

*Thinkful | Online | 2020 – 2021*

### Master of Arts, International Education

*New York University | New York City, NY | 2015 - 2017*

- Relevant coursework: Quantitative Research Method, Qualitative Research Method, Strategist, Project Management, Conflict Management and Negotiation.