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

Travel Experience Designer
China Travel Depot | Beijing, China | 2011 - 2014
- Worked with internal and external stakeholders and strategized more than 20 standardize travel product.
- Designed customized memorable travel experience for more than 100 individual travelers.
- Provided regular sales training and sales supports of the product I designed.

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.