

# ZHIYANG XU

UX / UI DESIGNER

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## EDUCATION

**Parsons School of Design | New York**  
**M.F.A. in Design and Technology** 08/2016-05/2018  
Honor: Dean's Merit Scholarship

**University of Washington | Seattle**  
**B.A. in Community, Environment, and Planning** 09/2011-06/2015  
Minor: Urban Ecological Design

## EXPERIENCE

**SSENSE (www.ssense.com) | Remote**  
**UX Research & Editing Freelancer** 03/2018-Present

- Created a Brand Voice & Style Guide for their new Chinese e-commerce website

**Sous Le Manteau (www.slm.paris) | New York**  
**Web Designer** 05/2017-Present

- Redesigned and update this perfume brand's e-commerce website
- Implemented new UX/UI designs and added custom CSS animations to increase usability and to improve conversion rates
- Created their Chinese e-commerce website

**National Museum of Natural History | Washington D. C.**  
**UX Designer** 09/2017-12/2017

- Proposed concepts, designed prototypes, and facilitated user tests at the museum with real visitors for an upcoming exhibition
- Created analysis diagrams for the user test results

**Baron & Baron | New York**  
**UX Design and Digital Intern** 06/2017-08/2017

- Designed user journey maps, site maps, wireframes, and interactive prototypes for web design projects for luxury fashion business clients such as Ford Models and Pat McGrath
- Conducted user tests and proposed UX design improvements for the websites of two luxury hospitality properties in New York
- Implemented digital strategy research for Bottega Veneta's digital campaign and Francesca Amfitheatrof's luxury jewelry e-commerce

**Open Style Lab | New York**  
**UX Researcher and Designer** 09/2016-12/2016

- Collaborated with fashion designer and occupational therapist to create a wearable solution that met both aesthetic and functional demands for our client with disabilities
- Accomplished user research and competitor analysis
- Created prototypes and facilitated user tests with the client

**MZA Architecture | Seattle**  
**Graphic and Architectural Design Assistant** 09/2015-07/2016

- Updated HTML and CSS modifications for this company's website
- Designed deliverables to clients and marketing materials
- Served as a translator during client meetings; translated contracts

## SKILLS

### Software

Sketch  
Framer  
Principle  
Flinto  
OmniGraffle  
Marvel  
InVision  
Photoshop  
InDesign  
Illustrator  
After Effects  
Muse  
SketchUp

### Method

Interview  
Survey  
Persona  
User Scenario  
User Journey Map  
Storyboard  
Competitor Analysis  
Site/App Mapping  
Wireframing  
Interface Design  
Low/High-fidelity Prototype  
A/B Testing  
Usability Testing

### Coding

HTML, CSS, JavaScript  
Processing (Java)  
Unity (C#)  
Arduino IDE (C/C++)

### Language

English  
Chinese

## EXHIBITION

**Open Style Lab - Team Xian**  
MIT Museum FebFest 2017  
World Maker Faire NYC 2017