Duo Xu

UI/UX Design, Product Design

🖥️ **Video Resume**

Contact

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Education

Parsons School of Design

MFA Design and Technology (HCI)

Academic Excellence Receipient

3.9 GPA | Class of 2023

University of Texas at Austin

BFA Design

Presidential Scholars Receipient

3.8 GPA | Class of 2019

Skills

UX Research

User Interviews, Usability Testing, Persona Development, Journey Mapping, Card Sorting, Wireframing, Storyboarding, Prototyping, User Behavior Analysis, A/B Testing, Heuristic Evaluation

Visual Design

Motion Graphics, 3D Modeling, Color Theory, Typography, Visual Branding, Print Design, Iconography, Asset Management

Tools

Figma, Sketch, Illustrator, AfterEffects, Photoshop, Adobe XD, InDesign, Cinema 4D, TouchDesigner, Blender, Github, Microsoft Office, InVision, Principal, Jira, Github, Unity

Programming

HTML5, CSS3, p5js, python

Experience

UI/UX Designer, *Future FinTech Labs*

New York, NY | 05/2022 -08/2022

- As the lead developer and UI designer for a product website and marketing channel, successfully increased daily user clicks by 10 to 20 through rebranding online presence.
- Implemented QR codes and redesigned the landing page to better resonate with the product, resulting in improved user engagement and click-through rates.
- Hosted weekly stakeholder meetings to align design strategies with business objectives and drive user growth.
- Conducted usability testing to optimize the user interface, resulting in a 15% increase in user engagement and a 10% reduction in user churn rate.
- Executed omni-channel marketing strategies and A/B testing, increasing user retention rate by 33% in user testing groups.

Production Artist, *Hypergiant Industries*

Austin, TX | 06/2019 -09/2020

- Designed and developed performance-driven VR applications with AI and R&D teams. Created user flows, prototypes, wireframes, and intuitive interfaces to optimize user onboarding experience.
- Organized bi-monthly meetings between clients and development teams with comprehensive project updates, ensuring all stakeholders remained aligned and well-informed throughout the entire project lifecycle. This initiative led to a 15% increase in client satisfaction and enhanced project development efficiency with a 20% reduction in time-to-market.
- Developed and implemented company-wide design packages, brand guidelines, as well as professional project presentations.
- As the lead designer for Hypergiant.TV, conceptualized and executed a new brand identity as well as website design, and created dynamic motion graphic videos to effectively promote projects.

Graphic Designer, *University of Texas at Austin*

Austin, TX | 06/2018 -06/2019

- As the Design lead, designed courses for learning French, roles serving as the UI designer and animator while concurrently managing brand guidelines and assets.
- Engaged in frequent client consultations to effectively materialize their vision and define their brand identities.
- Conducted monthly brand assessments and market research to examine the consistency of the department's visual identity across all touchpoints.
- Developed and optimized design systems to efficiently convey ideas to stakeholders, increasing user satisfaction by 13%.