Duo Xu

UI/UX Designer, Product Designer

🖥 **Video Resume**

Contact

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🖥 duoxudesign.com

Education

Parsons School of Design
2021 - 2023

MFA | Design and Technology
Academic Excellence Scholarship
3.9 GPA

University of Texas at Austin
2015 - 2019

BFA | Design
Presidential Scholars Scholarship
3.8 GPA

Skills

User Experience
Product Design
User Research
Design Systems
Prototyping
Journey Mapping
Typography
Motion Graphics
3D Modeling
p5js

Tools

Figma
Sketch
InVision
Adobe Creative
Cinema 4D
TouchDesigner
Blender

Experience

Future Fintech Labs   05/22 - 08/22

UI/UX Designer

- 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.
- 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, increased metrics by 33% in user testing groups.

Hypergiant Industries   05/22 - 08/22

Production Artist

- Designed and developed UI for VR applications across diverse teams, and developed video graphics tailored for integration into the VR experience.
- Improved across-team communication processes, resulting in a 20% reduction in time-to-market and enhanced project development efficiency.
- Facilitated seamless information flow between clients and development teams, ensuring all stakeholders remained aligned and well-informed throughout the entire project lifecycle.
- Developed and implemented company design packages and brand guidelines.

University of Texas at Austin   05/22 - 08/22

Graphic Designer

- As the UI lead, worked closely with developers, project managers, and clients to craft digital solutions aligning with business and user needs.
- Engaged in frequent client consultations to effectively materialize their vision and define their brand identities.
- Conducted monthly brand assessments to examine the consistency of the department's visual identity across all touchpoints.
- Developed and optimized design systems to efficiently convey ideas to stakeholders and successfully deliver products.