**Resume**

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**Introduction**

I am well versed in Digital Technology design and user interface. I am experienced in user experience design, interactive design and graphic design and have done deep study into the related fields. I find it fascinating to investigate business needs and then develop products and solutions ingeniously designed to satisfy those wants and needs. I treat every new design as an innovative venture and build trust and joy. I aim to become a top designer in the field as we continue to explore new avenues for human-computer interaction.

**Immediate Goal**

I am seeking positions for UX designer and/or a Digital Designer and I have serious intentions to support the business I work for in every possible way, designing digital functions and interfaces that maximise user experience and digital product design that enhances business development.

**Relevant Skills**

* End-to-end experience of managing design activities across the user-centred design process.
* Conducting user interviews and creating user questionnaires.
* Conducting user analysis, requirement development, drawing flow charts and allocating function priorities.
* Creating wireframes and prototypes based on analysis and creative design thinking.
* Skilled in product management using tools to analyse the preferred priority of the user functions.
* Performing website usability evaluations, redesign requirements and producing versions of redesigned interfaces.
* Iterating functional design based on user feedback and aligning the product consistent with client requirements.
* Proven ability to utilize coding skills and create proposed product design development plans.
* Designing mobile, tablet and PC versions and making them responsive using CSS, WIX and WordPress.
* Skilled in the process of product design, including market analysis, competitive product analysis, etc.
* Using analysis tools such as “SWOT”, “Five forces” to analyse the market and to design products.
* Experienced in communicating with design teams, liaising with customers to drive problem solving processes.
* Developing branding system and creating marketing contents for social media and campaigns.

**Education**

* Bachelor of Design, Digital Technology University of Melbourne 2022
* Bachelor of Design, Architecture University of Melbourne (transferred to Digital Technology)

**Other Training**

* Product Manager Training Zhi Qun Institute (China) 2021
* Complete Web & Mobile Design Udemy and Zero to Mastery Current

**Technical Skills**

* Internet Product Tools: XD, Figma, WIX
* Graphic Design Tools: Ps, Ai, Id
* Office Software: Microsoft 365, Google drive
* Video Editing Tools: Pr
* Front-end coding: HTML, CSS, JavaScript
* Data processing: Python, MySQL, ModongDB

**Relevant Employment**

**Jan ’23 – Feb ‘23 EMIER Second Hand Designer Bags Digital Designer**

[*https://emier.com.au/*](https://emier.com.au/) *- Platform for shopping and consigning pre-owned luxury handbags and accessories.*

*Responsibilities:*

* Graphic design and photo editing for banner and visuals on the website homepage for new marketing campaigns.
* Following an exquisite standard for a luxury industry and adapting to their luxury visual style.
* Sourcing and edit photos from online resources and photoshop them into consistent luxury style.
* Producing three sets of consistent and exquisite banners and photos for the Valentine’s Day homepage.
* Prepared for transfer of the company website from Shopify to Woo-commerce and enabling redesign the website.
* Perform usability evaluation for their website and identifying flaws and potential redesigns.
* Making improvements to site functions, user flows and interactions, layouts and company branding.
* Producing three new versions of website interface for a luxury style website.

**Jul ’22 – Oct ’22 Tanggram Capital Pty Ltd** (Richmond) **Digital Designer**

[*https://www.tanggram.com/*](https://www.tanggram.com/) *- An award-winning, wealth-creating investment platform*

*Responsibilities:*

* Conducting research on competitive products, target users and analysing the company’s business requirements.
* Creating user flow and selecting marketing contents to enhance competitive positioning and meet business needs.
* Creating interface design using the existing visual design system to achieve an eye-catching and engaging effect.
* Researching, designing and creating prototypes for the guide pages for their Tanggram wealth creation mobile apps.
* Designing and creating the layout of five digital products’ around 40-page legal paper-works in an attractive format.
* Ensuring the intricate legal information is presented in a clear, complete, consistent and well-presented format.
* Preparing aesthetic visuals designs as befitting to the nature of the industry and completing all work on schedule.
* Creating promotional digital graphics for the products and campaigns on their apps, which are updated frequently.

**Jul ’22 – Dec ‘22 Dopamine Creative Visual Studio** (Melb.) **Designer** (intern)

[*http://studiodopamine.com.au/*](http://studiodopamine.com.au/) *- A creative agency specialising in brand strategy,
graphic design, illustration and social media content management.*

*Responsibilities:*

* Designing website pages from scratch according to customer requirements using Wix.
* Following guidelines and user requirement to produce website prototypes for review.
* Designing a truck product brochure using specified design style, working with the clients and the lead designer.
* Producing a brochure designed in an expressive, clear and technological style.
* Producing five design iterations for review and adjustment, and the brochure received positive response.
* Coordinating with the lead designer to determine the content and layout of the site and brochures.
* Working in an Agile Kanban process to monitor and manage all the workflow.
* Assisting the creation of eye-catching visuals for packaging, graphics for social media and material objects in stores.
* Visual designs were all completed in time and received positive feedback from the lead designer.

**Dec ’21 – Feb ‘22 BMagic Cultural Technology & Co. Design & Strategy** (intern)

[*http://www.bmcmjs.com/*](http://www.bmcmjs.com/) *- A digital exhibitions technology company.*

*Responsibilities:*

* Completing background research and competitive product research in the planning and designing of two projects.
* Creating the design strategy documentation and presenting to the implementing department.
* Preparing five platforms to promote the company including edited and release of 20 videos in each platform.
* Learning about competitors and similar companies’ media advertising strategies.
* After evaluating the websites and redesign, presenting the redesign strategies and discussing feasibility.

**Referees** Details of referees available upon request.