



MENGZHEN XIAO

UX Designer

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PROFILE

I’m a designer with a multidisciplinary skill set that integrates creativity with technical and business expertise. I master multiple research methodologies, design principles, and guidelines alongside having a strong understanding of human nature and design thinking. I’m a critical thinker and problem solver specializing in UX design.

EDUCATION

2017.09		<b>MPS, Interactive Telecommunications Program, New York University</b>
2019.06		<b>Focus:</b> Interaction Design, Human-Computer Interaction
2012.09		<b>BA, Industrial Design, East China University of Science &amp; Technology</b>
2016.07		GPA: 3.82, <b>Honor:</b> National Scholarship, Shanghai Scholarship, Outstanding Graduate

PROFESSIONAL EXPERIENCE

2019.01		<b>UX Designer   Swift, Combine NYC Media Lab</b>
2019.11		<ul style="list-style-type: none"><li>Formulated product strategies and innovated UX design for Swift, a B2B web application that helps with meeting preparation and create data-driven meetings.</li><li>Provided design insights from interviews with 92 users, contextual inquiry at customer companies, and competitive analysis of 17 products. Created deliverables such as user flows, wireframes, prototypes and UI design guides.</li><li>Conducted usability tests and heuristic reviews for design iteration. Worked closely with engineer team for high quality implementation.</li></ul>
2018.12		<b>UX Designer   Gebni</b>
2019.01		<ul style="list-style-type: none"><li>Defined product strategies and UX redesign solutions for Gebni iOS App from backend data analysis.</li><li>Created information architectures, user flows, wireframes and hi-fi prototypes to effectively communicate interaction and design ideas.</li><li>The redesign increased the average CLV. The conversion rate of ordering increased by more than 2.8% and the overall monthly EOQ increased by more than 8.3%.</li></ul>
2015.06		<b>UX Design Intern   China Reading Limited, Tencent, User Experience Design Dept.</b>
2015.10		<ul style="list-style-type: none"><li>Implemented innovative solutions for the product direction.</li><li>Redesigned the website homepage and Writer Assistant iOS App.</li><li>Applied agile design and worked closely with PMs, senior designers, developers, and testers on a day-to-day basis.</li><li>Assisted senior UX designers with team design thinking workshops.</li></ul>

SKILLS

SOFTWARE

Sketch  
InVision  
Principle  
Axure  
Photoshop  
Illustrator  
After Effects  
Unity 3D  
Cinema 4D

UX DESIGN

Ethnographic Research  
Persona  
User Flow  
Information Architecture  
Wireframe  
Interactive Prototype  
Visual Interface  
UI System Guide  
Data Visualization  
Usability Test  
Heuristic Evaluation  
Atomic Design

CODING

HTML5  
CSS  
JavaScript  
D3.js  
Swift (iOS)  
ARKit 2

LANGUAGE

Mandarin  
English  
Japanese