KIKI XIA

• UX Designer •
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PROFILE

With 8 years of proven expertise, I specialize in user-centered digital experience design for web and mobile applications in various industries. I integrate design thinking, agile methodology, and advanced design tools into user research and translate insights into actionable design solutions. Additionally, I have foundational skills in front-end development. As a passionate self-starter and team player, I bring strong problem-solving abilities, continuously improving exceptional user experiences and delivering significant value to business outcomes.

EDUCATION

- **Northeastern University**, Boston | 2019 - 2021
  Master of Informatics, GPA: 4.0

- **Harvard Extention School**, Boston | 2023 - 2024
  Graduate Certificate of Front-end Web Development

- **Donghua University**, Shanghai
  Bachelor of Environmental Science
  Bachelor of Public Relations

SKILLS& TOOLS

Design & Prototyping
Sitemap, Persona, User Flow, Journey Map, Wireframes, Prototyping, Design System, Figma, Adobe XD, InVision, Miro, Photoshop, Final Cut Pro

User Research & Testing
User Interview, Survey, Focus Group, Competitive Analysis, A|B Test, Card Sorting, Tree Testing, UserZoom, UserTesting, Adobe Analytics, Quantum Metric

Web Development
HTML/CSS, JavaScript, React, Angular, Bootstrap, TypeScript, Web Accessibility, Visual Studio Code, API, SEO, WordPress, Wix

Collaboration & Workflow
Jira, Confluence, GitHub, SAP Signavio, Adobe Experience Manager

CERTIFICATIONS

- UX Design - Google
- Continuous Product Design - Quantum Metric
- Professional Photographer - NY Institute of Photography
- Project Management - Google
- Web Design & Dev Mentor - Affectiva

EXPERIENCE

UX Design Specialist - Digital Federal Credit Union, Chelmsford, MA   05/2021-Present

- Work with cross-functional teams to bring designs to life, including product managers, engineers, graphic designers, copywriters, and compliance.
- Lead discovery sessions, and facilitate ideation workshops to create sketches and other brainstorming artifacts.
- Create journey maps, user flows, user personas, affinity maps, wireframes, clickable prototypes, and other artifacts.
- Conduct heuristic evaluations, user flow analysis, UI analysis, and problem resolution on existing products to ensure they meet design standards and best practices
- Test hypotheses and seek feedback on designs through focus groups, usability tests, surveys, card sorting, tree testing and other research methods
- Apply Agile Methodology and provide design solutions based on user-centered design, user research, and analytics
- Lead the development of the DCU design system, facilitating workshops with UX designers to brainstorm and synthesize research insights. Conduct stakeholder interviews to gather feedback and secure buy-in.
- Analyze web performance post-launch based on UX metrics, SEO and web accessibility factors. Posted surveys to get user feedback and made iterative improvements to the products.
- Mentor and review work of junior level professionals.

EXPERIENCE

Product Designer - Analytics Consult, Boston, MA   07/2020-12/2020

- Conduct surveys and competitor analysis to define features and functionality for Uboostus coupon app.
- Interpreted research findings into personas, journey maps, wireframes and prototypes.
- Collaborated as an agile team to design, develop, test and deploy MyVrends native mobile app from start to finish.

UX UI Designer - Onceinlife Expeditions, Boston, MA   01/2016-12/2017

- Conducted user research to define strategy and process for Miss Earth Boston campaign among 20+ universities.
- Gained insights through user interviews among 50+ contestants and sponsors to define criteria for the finale.
- Created design library and edited promotional newsletters to be published via Facebook and Wechat.

UX Designer - Bottega Veneta, Shanghai   11/2014-12/2015

- Conducted user research to gain insights for upgrading the Intranet with more staff engagement content.
- Designed and edited Bottega Veneta printings, newsletters, and event communication tool kits.
- Coordinated a satisfaction survey among 500+ employees and recommended action plans based on the results.

UX UI Designer - Danone, Shanghai   04/2013-11/2014

- Edited, designed, and managed content for Danone's Intranet, newsletters, and email templates.
- Translated customer pain points into design solutions for the Mom Caring web app.
- Facilitated surveys across more than 20 branches nationwide, including designing questionnaires and guidelines.

UX UI Designer - Roche Pharmaceuticals, Shanghai   07/2011-04/2013

- Designed and edited newsletters and brochures. Produced digital assets for internal communication channels.
- Conducted user interviews with physicians and patients to empathize and gain insights for oncology projects.
- Designed UI kits for campaigns and cross-functional work for the development of a new blog app and website.