

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 Extension School**, Boston | 2023 - 2024
Graduate Certificate of Front-end Web Development
- **Donghua University**, Shanghai
Bachelor of Environmental Science
Bachelor of Public Relations

SKILLS & TOOLS

User Research, Information Architecture Journey Mapping, Wireframes and Prototyping	HTML/CSS, JavaScript, Bootstrap	Visual Studio Code, API, WordPress, Wix
Interaction Design, Graphic Design	React, Angular, TypeScript, Github	Jira, Confluence, UserZoom, UserTesting
Usability Testing, Accessibility, Data Analysis	Figma, XD, InVision, Adobe Analytics	Final Cut Pro, PowerBI, MLG, Quantum Metric
	Photoshop, Illustrator, AEM, Miro	SAP Signavio, SEO, Design System

CERTIFICATIONS

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

EXPERIENCE

UX Design Specialist - Digital Federal Credit Union, Chelmsford

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 usability tests, surveys, card sorting, 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 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

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

04/2016-12/2017

- 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

11/2014-10/2015

- 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 Nutrition, 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.