zoey xie

UI/UX Designer

Portfolio
xxiedesign.com

080.5923.0532
xxiedesign@gmail.com
Tokyo, Japan

Design Skills
User Research, Usability Testing,
User Scenarios, Wireframing, Prototyping,
Interaction Design, Visual Style Guide

Digital Skills
Sketch, Adobe XD, Figma,
Photoshop, Illustrator, After Effects,
InVision, Zeplin, Abstract,
Flinto, Protopie, Principle, Justinmind
Front end coding experience
(HTML, CSS & JavaScript)

Language
English (Fluent),
Japanese (Intermediate-N1),
Mandarin (Native)

Professional Experience

Senior UI/UX Designer, 2019.7- present
U-NEXT Co., Ltd, *Tokyo, Japan*

U-Next Application
- Led **redesign** of U-Next applications across all platforms (iOS, Android, Web, TV) for better usability and stronger brand identity
- Created **wireframes/visual design/prototypes** to optimize user experience
- Conducted **user interviews** and **usability testing**, incorporated user feedback into final product design
- Collaborated with developers and designers using Abstract for **version control**

UI/UX Designer, 2018.7- 2019.6
Rakuten, Inc., *Tokyo, Japan*

Big Data Platform
- Led redesign to **optimize user journeys**, developed site maps and wireframes enabling effortless access
- Partnered with the **product owner** to translate information architecture, navigation and process flows into **user-centered** solutions
- Aligned design with **customer needs** through **user research** that includes in-depth interviews and contextual inquiries
- Created visual design language to ensure user interface and brand consistency
- Collaborated with engineers in Agile and Scrum process

UI/UX Designer, 2017.8- 2018.4
Siemens Corporate Technology, *New Jersey, United States*

IoT Management System
- Created **visual design** to optimize user experience and delivered final production-ready assets for development
- Created **wireframes/prototypes** (low-fidelity and high fidelity) across multiple devices (mobile, tablet, desktop)
- Conducted **usability tests** on readability and color contrast to ensure effectiveness of the interface design
- Designed visual **style guides** to ensure user interface and brand consistency

Configuration Software
- Produced visual design and wireframes that contributed to user-centered design (UCD) efforts
- Produced style guide to define interaction principles and visual specifications
- Collaborated with UX designer and front-end developer throughout the process

Education

Bachelor of Science, **Product Design**, 2018
ArtCenter College of Design, *CA, United States*

Bachelor of Arts, **Graphic Design**, 2014
North China University of Technology, *Beijing, China*