Sophia Xu

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Summary

I am a user experience designer with business, media strategy and coding background. I'm looking for a full-time UX designer job. I'm an advocate of user-centered design, collaboration, and inclusivity. My design works start with user-centered and business strategic researches. I care about user's needs as well as business growth.

Work Experiences

Pear Square / User Experience Designer
July 2020-Present, Remote

I'm working on defining the company's new educational product.
• Provided UX strategies to make sure the product design aligns with strategic goals of the business
• Defined the application's product logic
• Created and optimized user task flows by collaborating cross-functionally
• Provided critical review of current wireframes and created new wireframes
• Working with a UI designer to define the visual design

Trust Willow / User Experience Strategist
October-December 2020, Boston

I was responsible for improving a B2B financial product's UX. My works included distilling the research questions, conducting research plans, and providing valuable insights and appliable recommendations

My insights from the research work
• Convinced the company to adopt a more user-friendly design
• Helped the marketing team to build the user onboarding process

Project Experiences

Bank of America App Redesign / UX/UI Designer
June-July 2020, Boston

I initiated market research and user research to confirm issues in the current BofA App. I created workflows of the current App and optimized them based on research results. Besides, I designed a high-fidelity prototype to demonstrate the simplified workflow.

Moviddit Desktop Application / Lead UX/UI Designer
May-June 2020, Boston

In a team of three designers, I brainstormed new product ideas and designed a high-fidelity application prototype.

Breederfinder Website / UX Researcher, UX/UI Designer
March-May 2020, Boston

I performed marketing research and conducted video semi-structured interviews to gather in-depth qualitative data. I used affinity diagram to generate key findings. Additionally, I designed low- and high-fidelity interactive prototype, and performed usability testing and A/B test.

Education

Boston University
September 2019- January 2021

M.A. in Emerging Media Studies
GPA: 3.94
Relevant classes: Design and Interactive Experience, Developing Interactivity, Advanced Design Strategy and Software, Design and New Media, Data Analysis and Visualization

Northeastern University
September 2013- December 2017

BS in Business Administration
Relevant classes: Marketing, Business Strategy, Investment and the Market

Certification

Udacity
April-May 2020

User Experience Nanodegree
Relevant classes: UX Fundamentals and Design Research, Concept to Low-Fidelity Prototyping, High-Fidelity Prototyping to Post-Launch Analysis, Capstone Project

Skills

Design: Rapid prototyping using Figma and Adobe XD, Illustrator, Photoshop, InDesign, User flows, Concept sketch, Wireframes, Interactive design

Research: Survey, Focusgroup, User interview, Card sorting, Affinity diagram, Persona, Journey mapping, Data analytics (SPSS, Tableau, Google Analysis, Excel), A/B testing

Coding: HTML5, CSS3, Javascript, APIs

Collaboration: Organizing workshops, Facilitating design critique, Detail oriented, Flexible, Communicative, Self-starter