Yiwei Xu

Product / UX Designer

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EDUCATION

University of Michigan

May 2020

Master of Science in Information Science, HCI Focus

GPA: 3.92

Wuhan University

June 2018

Bachelor of Science in Geographic Information Science

GPA: 3.76

SKILLS

Interaction design
Information architecture
Wireframing
Visual design
Data Visualization

Contextual Inquiry
Affinity Diagram
Persona
Scenarios
Storyboarding
Wireframing
Journey Map
User Testing
Card Sorting

TOOLKIT

Sketch / Invision / Principle / Adobe XD / Figma / Illustrator / Photoshop /

HTML / CSS / Javascript / Python / C++

EXPERIENCE

OneTrust — UX Designer   June 2020 - Present

- Leading the end to end design for Private Right Management product and Preference Center Management product. Delivered delightful user experience and successfully increased the task completion rates and CSAT.
- Built deep customer empathy via user research through customer calls, user testing sessions, and online user tests.
- Partnering with product managers, engineers, marketing specialists and sales to bring consumer-like ease to large-scale enterprise products.

Birdie — UX Designer   Feb 2020 - May 2020

- Client: Birdie
- Worked with stakeholders to define and implement innovative solutions for an entertainment streaming website.
- Conducting user research and usability testing for iterations and shipping the minimum viable product to release to the public.

Alibaba Group — UX Design Intern   May 2019 - Aug 2019

- Supported the data AI team to build a database Management Platform for Alibaba public cloud from 0-1.
- Redesigned a data modeling platform by reducing task times by 62%.
- Collaborated closely with engineers and PM to finalize the product strategy and information architecture.

PalmDrive Inc — UX Design Intern   Dec 2015 - Aug 2016

- Identified student's needs and pain points when taking online courses via Interviews and surveys.
- Designed and prototyped transcript history feature for the online course app and increased retention rate.

SELECTED PROJECTS

Oracle Commerce Cloud — Mobile Website   Feb 2019 - May 2019

- Conducted interviews, usability tests, heuristic evaluations, interaction map to validate the user flow and presented research findings & recommendations to Oracle product team.

Parddy — Mobile App   Sep 2018 - Jan 2019

- Researched, prototyped and tested a management and planner mobile app that aims to help people plan and prepare for hosting parties together.