

# ZHIYU XUE

UX&UI Designer

ixd@zxue.me <http://zxue.me> 415.988.0304

## EXPERIENCE

### Blizzard Entertainment, Irvine, Ca

Associate UX Designer Oct 2017 - PRESENT

Design wireframes and visual comps for Blizzard Corporate Applications to support employees' daily needs such as ServiceNow request flows, Event Management Platform, Visitor Experiences, and research users' needs to propose new features and verify our wireframes.

Point of contact designer for the Conference Room Display and Total Rewards System projects by directing the process, timeline, and facilitating reviews with Stakeholders.

### Blizzard Entertainment, Irvine, Ca

UX/UI Design Intern June 2017 - Sept. 2017

Designed the visitor experience for Blizzard OpsCenter that explains their process flow, each team's duty, and real-time player login locations on a 3D interactive globe to 150k+ yearly unique visitors.

### Ziba Design, Portland, Or

Interaction Design Intern May 2016 - Sept. 2016

Designed the style guide and component library with Sketch for the FedEx carrier tablet ecosystem on Android that was planned to launch worldwide to 240k+ FedEx carriers. Supported prototyping for user testing on Daimler's truck fixing process redesign.

## EDUCATION

### California College of the Arts, San Francisco, Ca

BFA, Interaction Design 2013-2017

- Studied under frontline designers and entrepreneurs
- Taught to always design for people first
- President of International Student Alliance
- Founder and President of Chinese Student Association
- Negotiated for \$2k+ sponsorship for Student Alliance

## SKILL

**Design:** Wireframes with Axure & Sketch • Visual UI Design with Sketch & Photoshop • Document UX Product Specs • Style Guide & Component Library with Sketch • User Flows • Motion Graphic Design with Keynotes & AfterEffect & CSS

**Prototype:** Prototype Advanced Interactions with Axure • Rapid Prototyping with Invision & Keynote • Paper Prototyping

**Research:** Interviews • Synthesize Interview Results • Test Planning • Card Sorting • Usability Testing • Journey Mapping • Persona Analysis

**Communication:** Collecting Feedback • Scrum Master • Present Design Decisions • Lead Project Responsibility • Communicate with Stakeholders

**Language:** English • Mandarin

## HONORABLE MENTIONS

### 2017 Blizzard Hackathon

#### Winner:

Overcouch - Overwatch themed collaborative party game on mobile phone and TV.

### 2018 Blizzard Hackathon

#### Winner: (Team Leader)

Artifact - New Hire Welcome Book & Website