

# Michelle Xie

 UI/UX Designer

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## EDUCATION

**NYU** B.A. Economics '20

Minors: Digital Art &  
Design, Web Programming  
& Applications

## SKILLS

### DESIGN + PROTOTYPING

Figma, Sketch, Invision,  
Adobe XD, Adobe Creative  
Suite

### MOTION + ANIMATION

Principle, After Effects

### PROCESS

Wireframing, Rapid  
prototyping, Style guides/  
pattern library, Design thinking,  
Information architecture,  
Personas, Journey mapping,  
Storyboarding, User flows,  
Concept sketches

### RESEARCH + DATA

Usability testing, A/B testing,  
Survey design, Contextual  
inquiry

## EXPERIENCE

**Kangaroo** UX Design/Research Intern JUN-AUG 2019

Collaborated with senior designers to create design system components for the mobile experience scaling across multiple hardware devices.

Lead the company's first user research initiative, conducting 60+ 1-on-1 interviews & surveying 300+ users for the launch of a doorbell cam (hardware + mobile) product to 40k+ users.

**Swivl** Product Design Intern AUG - NOV 2018

Worked with design and sales founders to redesign onboarding flow for enterprise bot creation/semantic labeling tool.

Iteratively tested prototypes with customers to achieve a 50% reduction in time for users to create their first chatbot.

**Up2Code** UI/UX Designer OCT 2017 - AUG 2018

Collaborated w/ project managers and clients to translate client visions into product requirements. Worked w/ engineers to move fast to make changes and trade-offs.

Incorporated critical feedback from clients to rapidly iterate on designs.

## PROJECTS

**Grocer8** UX Designer FEB - APR 2019

Lead a student team through the design thinking process to create the MVP that won \$25k from NYU's Innovation Fund.