

Michelle Xie



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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.