

Michelle Xie

 UI/UX Designer

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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.

Generative + evaluative research for the launch of a doorbell cam (hardware + mobile) product to 40k+ users:

- Conducted 60+ 1-on-1 interviews, surveyed 300+ users.
- Designed/launched research portal for insight exploration.
- Created research Slack channel, posting daily updates.

Swivl Product Design Intern AUG - NOV 2018

Worked with design and sales founders to redesign onboarding flow for enterprise chatbot creation 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

Lead designer at a student-run design/dev agency.

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.

Endvr Central Moderator 2019

I interviewed entrepreneurs at events attended by 300+ people.

EDUCATION

NYU B.A. Economics '20

Minors:

- Digital Art & Design
- Web Programming & Applications

SKILLS

Tools (Design + Motion)

- Figma
- Sketch
- Invision
- Principle
- Adobe XD
- Adobe Creative suite

Design Skills

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

Research + Data

- User research
- Usability testing
- Survey design
- A/B Testing

Code

- HTML/CSS
- Javascript