

# 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