

XIAO HAN

UX/UI Designer, Visual Designer

GET IN TOUCH

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EXPERIENCE

UI/UX Designer at KeyMe | March 2016 to present

Responsible for user experience and user interface design for KeyMe kiosk, app and website.

KeyMe kiosk is a key duplication self-service machine which located at local retailer stores.

- Cooperated with marketing, engineering team and analysts to identify product strategy.
- Created wireframes, prototypes and optimize user flow for each product.
- Created and led the in-house and field user testings for kiosk and app.
- Launched over 10 new features for kiosks in the past year. Positively impacted sales and successfully decreased the number of drop-offs between pages on kiosk.
- Independently designed the user interface and provided the style guide for dev.

Freelance UX Designer at Havas Worldwide | December 2015 to January 2016

- Restructured and developed the information architecture.
- Created responsive mobile and web wireframes.
- Assisted creating a clickable prototype.
- Helped UI design for responsive website.

UX/UI Designer at Launchpad Advertising | September to November, 2015

- Assisted Director of Interactive to develop best UI design through UX strategy, research and combing information architecture.
- Worked with Product Manager, Developer, Visual Designer and Copy Writer to create the compelling interactive experiences for our clients.
- Created style guide and prototype for developer and clients.
- Clients that I worked include CenturyLink and New Directions Behavioral Health.

UX Consultant for Biddlist | July to August, 2015

- Worked with two other UX designers to redesign biddlist.com
- Focused on primary asks: in depth filter functionality, and login feature as well as resource page.
- Provided research report (Site Analysis, Heuristic Research, Filter Analysis, etc.)
- Developed an overall information architecture and content strategy.
- Designed high-fidelity annotated wireframes.
- Provided design style guide.
- Proposed recommended future consideration.
- Created a clickable prototype.

General Assembly-User Experience Design Immersive Program | 2015

Ten-week full-time professional training focusing on User Experience Design, Information Architecture, User Research and UI Design.

- Created paper prototype for an iOS news aggregation app.
- Created information architecture for micro site for Eataly. Interviewed customer relation assistant manager in Eataly. Designed a new category, navigation and product page.
- Proposed a new feature of helping organizer and venue to find each other for existing Meetup website. Conducted user interview, generated persona, created user journey, hi-fidelity prototype.

ABOUT ME

Armed with UX principles and a graphic design background, I am the ideal blend for UX/UI design. I have a sharp eye for design and have a focus on understanding users and their needs.

EDUCATION

Pratt Institute, New York NY

2013-2015
MFA Communication Design

Purdue University, West Lafayette IN

2009-2012
BS Hospitality Tourism Management
Minor Art and Design

UX SKILLS

Brand Strategy
User Research
Competitive Analysis
Information Architecture
Sitemap
Wireframe
Prototype

TOOLS

Sketch ●●●●●
Invision ●●●●●
Hype, Axure ●●●●●
Keynote ●●●●●
Html, CSS ●●●○○
Javascript ●○○○○

DESIGN SKILLS

Adobe Suite



Illustrator ●●●●●
Photoshop ●●●●●
InDesign ●●●●●
After Effects ●●●●○

LANGUAGES

English

Full professional proficiency

Chinese

Native