

WEIJIA XU

A UI/UX designer who designs for stories and lives.

xuweijia.com

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EXPERIENCE

Pocas International

01.2024 - Present

UI Designer

- Designs and maintains the e-commerce website, ensuring a user-friendly experience, mobile responsiveness, and efficient online transactions.
- Conducted user interviews, crafted personas, and developed journey maps to identify pain points across the e-commerce funnel, leading to design decisions that improved conversion.
- Created site maps, task flows, and high-fidelity mockups in Figma to illustrate product vision and ensure seamless collaboration with developers.

Woye Sunshine Ltd.

04.2021 - 01.2024

UI Designer

- Presented design concepts to both internal stakeholders and external clients, gathering vital feedback for project buy-in and development
- Produced user journey maps and site maps to clarify navigation structure and align stakeholders on the end-to-end user experience
- Designed wireframes and mockups in Figma, iterated based on usability testing insights, and ensured final designs adhered to accessibility best practices.

3D, Bean Inc.

06.2016 - 12.2016

Product Designer

- Led the development of a seasonal event page, icons, pop-up pages, and offline postcards, demonstrating strong skills in graphic design, UX, and UI design
- Developed wireframes, interactive prototypes, and high-resolution mockups adhering to design system standards to validate concepts and communicate design intent to stakeholders.

Dadao Tourism

05.2015 - 08.2015

UX Designer Intern

- Utilized creative thinking and design skills to produce visually appealing and compelling graphics for various marketing campaigns across digital and print platforms.
- Received positive feedback from internal stakeholders and customers for the high-quality design work.

+ Advertising

04.2013 - 04.2014

Graphic Designer

- Collaborated on projects for a new residential condominium developed by the Meiyuan Group and a shopping mall developed by Dejin Group.
- Supported the creative team in designing newsletters, outdoor posters, and sales collateral for the projects.
- Effectively communicated designs to the development and marketing team.

EDUCATION

Academy of Art University, SF

2017 - Present

MFA - Interaction and UI/UX Design

Suffolk University, Boston

2014 - 2016

MA - Advertising and Public Relations

Universität Kassel, Germany

2013 Exchange Program

Illustration and Photography

Sichuan Fine Arts Institute, China

2010 - 2014

BA - Advertising

SKILLS

Design

UX Research, Journey Mapping, Personas, Site Maps, User Flows, Task Analysis, UX Design, UI Design, High-Fidelity Mockups, Prototypes, User Testing, Design System, Mobile Solutions, Responsive Sites, Presentation Deck, Branding Materials, Marketing Materials, Illustration, Graphic Design, Video Editing, Sketches.

Programming

Html, CSS, PHP, Basic JavaScript.

Tools

Figma, Sketch, InVision, Adobe Creative Suite (Illustrator, Photoshop, Dreamweaver, InDesign, After Effects), User Testing, Premiere Pro, CINEMA 4D, Axure RP, Principle, Keynote, Google Suite, Microsoft Office, Xcode, Wekinator, Midjourney, Notion.