

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.
- Drives e-commerce sales through online channels, utilizing social media, SEO, and online advertising strategies.

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.
- Created the user interface for a mini-program software from concept to launching in WeChat.
- Involved in usability testing and analysis.

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.
- Designed offline postcards that effectively conveyed the brand's message and converted 40% of recipients from intent to paying users, contributing to business growth and customer acquisition.

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, UX Design, UI Design, Prototypes User Testing, Design System, Material Design, 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.