Xiaoyuan Luo

UX Designer | Product Designer

347-749-0320
xiaoyuan-luo.com
xiaoyuanluo@me.com
linkedin.com/in/xiaoyuan-luo

EXPERIENCE

Freelance UX Designer

Apr 2019 - Present | Remote

Design mobile and web experiences for client-based projects through user-centered design. Key projects include:

HFA, Web app design for non-profit fundraising and data management
- Led the end-to-end design process to create a web app for a nonprofit from scratch, which streamlined its data management and communication with donors, enabling an intuitive experience for fundraising and donating
- Collaborated with 2 designers to build information architecture, craft design mockups and libraries, and iterate through rapid prototyping and testing
- Responsible for project management and copywriting, and worked with a front-end engineer to evaluate the feasibility of proposed features

T3 Chuxing, iOS app redesign for a safe ride-sharing experience
- Worked closely with 5 designers to redesign the iOS mobile app of T3 Chuxing, a B2C ride-sharing tech company, by translating its safety edge to easy-to-use features that improved user satisfaction and served over 15 million users
- Initiated sessions to synthesize findings from research, competitive analysis, and user interviews, align the team, and craft solutions through wireframes, user interfaces, and motion graphics
- Created interactive prototypes of varying fidelity to validate designs and incorporate user feedback to guide iterations

News Reporter, World Journal

Sep 2013 - Feb 2022 | New York, NY & Washington, D.C. Metro Area
- Pitch and tell varied stories regarding politics, public policies, and Asian Americans under tight deadlines for all WJ platforms through articles, videos, photographs, and data visualizations; Develop news sources across domains, and gather insights through interviews, inquiries, observations, etc

PROJECT

UX Designer, Hack for Change

Jun 2021 | Remote
- Led a team of 3 UX designers to design a one-stop web platform that connects Asian Americans with the assistance that speaks their language and understands their needs, nominated for the UX Design Awards 2022 by IDZ

UX Designer, UX Result One-Day Design Hackathon

Dec 2020 | Remote
- Collaborated with 3 UX designers to design a mobile experience for mothers with Gestational Diabetes Mellitus to log food easily and smoothly, developed user interview questions and research insights to inform design solutions
- Co-crafted and presented the design report and hi-fi demos through rapid prototyping to judges and ranked in the top 4% of 140+ teams

EDUCATION

UX Bootcamp
UX & UI Design
2019 | Washington, D.C.

New York University
MA, International relations
2011 - 2013 | New York, NY

Hubei University of Technology
BA, English
2007 - 2011 | Wuhan, China

HONORS

UXResult 2020 Hackathon
Top 4% of 140 teams

IDZ
UX Design Award | Nominated

SKILLS

Design
UX Research, User interviews
Contextual inquiry, Survey
Usability Testing
Wireframing, Prototyping
Information Architecture
Journey mapping, Persona
Interaction Design
Visual Design
User Interface (UI) Design
Competitive Analysis
Task Analysis, Flowcharting
Design System, HTML, CSS
Data visualization

Tools
Figma, Sketch, Adobe XD,
Photoshop, Illustrator, InVision,
Principle, ProtoPie, Framer,
Miro, Procreate, Final Cut Pro,
iMovie

Language
English, Mandarin