Yue Xi

Product Design, User Experience Design
Pasadena, CA

www.yuexi.space
yuexidesign@gmail.com
(+1) 818-285-9693

EXPERIENCE

Dongfeng Nissan / HMI Design Intern

Guangzhou, China, 10/2022 - 12/2022

• Key member of a 3-person team designing UI for an innovative AR product in a concept cabin using Sketch. Conducted competitor analysis, moodboard, prototyping, reviews and optimization.
• Led and presented a concept design project on the form and HMI screen of Nissan's next generation smart cabin with L3 automation. Organized brainstorming workshops.
• Contributed to the design, review, and optimization of the UX for an innovative mode in Nissan's new in-car infotainment OS.

Unity China / Corporate Strategy Intern

Shanghai, China, 05/2023 - 07/2023

• Assisted CEO and directors in formulating company's inaugural long-term strategy and roadmap for R&D. Contributed to create feasibility analysis template for future product innovation.
• Conducted research on the value of XR in Marketing, interviewed industry experts, and produced valuable insights for company.
• Collaborated with key stakeholders to optimize business processes, including CFO, FP&A Director, PMO, and PM.

IntelxArtCenter Research / Researcher & Prototyper

Pasadena, CA, 05/2022 - 08/2022

• Designed and co-developed a key interactive prototype using p5.js with a creative technologist, envisioning the future of meetings.

Yakma (Tibetan Women Social Enterprise) / Digital Designer

Remote, 01/2021- 4/2023

• Designed mobile E-Commerce store interface, resulting in a **500%** increase in monthly sales within one year.
• Created and implemented effective marketing strategies across online channels, generated a **250%** growth in social media subscribers through compelling materials creation and copywriting.

WeChat Pay (Tencent) / Product Management Intern

Shenzhen, China, 06/2020 - 08/2020

Successfully implemented and coordinated the go-live of an OCR-based e-filing system for more than **300,000** acquirer processors.
• Collaborated with developers and project managers to optimize system features pre and post closed beta test using Axure.
• Devised test cases and performed acceptance testing.
• Effectively managed client communication regarding requirement addition and removals.
• Drafted the majority of a **140-page** operational manual.

EDUCATION

ArtCenter College of Design

Master of Fine Arts (05/2024)
Media Design Practices
GPA 3.92/4.0, Grad Scholarship

University College London

Bachelor of Art and Science
Arts and Sciences (06/2021)

Parsons School of Design

Graduate-level 5-week
Industrial Design program
(07-08/2019)

SKILLS

Design

Product Design
UI / UX /HMI Design
AR / MR Design
3D Modeling
Digital & Physical Prototyping
User Research

Management

Product Management
Project Management
Product Strategy
Competitor Analysis
Marketing

Software

Figma / Sketch / Adobe XD
Unity 3D / Blender
Illustrator / Photoshop
Lens Studio / Spark AR
HTML / CSS / Python
JavaScript / C#

Languages

English (Proficient)
Mandarin (Native)
German (Basic)