

SHUMING XU

(SUMI)

Looking for UI/UX Design and Interaction Design positions.

#User Persona #User Journey #Competitor Analysis #Site Map #Prototyping

www.shuming.nyc
/password: xus057

sumiiixu@gmail.com

646-233-8759

EXPERIENCE

Notewardy

Aug 2022 - Present

UX Designer / Contract / MPS project

- Discussed with Notewardy's CEO to determine user demand. Delivered 2 low-fi wireframes that accommodate its newest machine learning technology for AB testing. Designed UI guideline and components for high-fi prototypes later.

Alibaba Group

May - Aug 2021

UX Designer / Internship

- Designed independently for T-mall Market App's membership page and T-mall backstage's user behavior data page. Applied 10+ competitor analysis, 3+ user personas, a user journey map, and a UX strategies report.
- Employed user-centered design (UCD) approach for developing a UI component library to adapt to product lists generated by Alibaba's SKU algorithm.
- Delivered the 10.13.0 version for T-mall App with an increase in quarterly revenue by 7pt, and an increase in daily unique visitor (UV) of the membership page for 8.68%. Obtained positive user feedback. Received return offer.

EDUCATION

Cornell University

Master/ Information Science -UX Track
Aug 2022 - Dec 2023

****eligible to graduate early on May 2023**

Parsons School of Design

BFA/ Communication Design
Aug 2018 - May 2022

Stady LLC

Oct 2019 - Dec 2020

Co-founder & UI/UX designer

- Co-founded Stady LLC in 2019. Applied user-centered design (UCD) approach for interviews and focus groups to obtain primary user data. Applied 5+ competitor analysis, 3+ user persona, journey map, and site map. Designed interfaces and animated prototypes in Figma for Stady's website, launched in 2019, and WeChat Mini Program, launched in 2020.
- Acquired over 8,000 users, aged between 18-26, during the first six months. Featured by Huawei App Gallery since debuted in 2019.

IDP Education

May - Oct 2020

UI/UX designer

- Designed independently a calculator Mini App and resulted at over 50,000 downloads till 2022. Organized usability tests before launching the App for user feedbacks; held focus groups to obtain primary data for future iterations.
- Designed collaboratively for IDP's Mini App, implanted in WeChat, for browsing and purchasing lessons online. Launched in 2020 and served over 90,000 users by supporting online course purchase and providing online customer services. Resulted in an increase in revenue by 12pt.

SKILLS

Sketch	JavaScript
Figma	P5.js
Principle	Vue.js
HTML	Maya
CSS	Adobe Suits