

# Xuan Huang

## PRODUCT DESIGNER

### WORK EXPERIENCE

#### Graduate Instructional Assistant (TA)

Oct 2020 - Present

University of Michigan

- Instructional assistant for SI 320 and SI 520 graphic design courses.
- Aid 84 undergraduate and graduate students in understanding and implementing design topics (Gestalt principles, typography, UI design, etc.) as well as working with software in the Adobe Creative Suite.

#### Product Research Intern

June 2020 - Sept 2020

LoveBook

- Created and deployed user testing protocol and user survey for the usability evaluation of the StationeryHQ website.
- Conducted remote usability interviews for the StationeryHQ website and coded qualitative data to identify key patterns and themes.
- Presented major findings and recommendations for usability improvements to leadership and key project stakeholders.

#### UX/UI Designer

Jul 2018 - Apr 2019

Moga Digital

- Created wireframes and high-fidelity website prototypes based on client specifications and mobile-first web design principles.
- Designed new brand identities for various clients and provided graphical assets, logos, and relevant branding material.

#### Front-End Developer

May 2017 - Aug 2019

LoveBook

- Led the relaunch of the LoveCoups brand, including redesigning, updating, and implementing new web interfaces to adhere to mobile-first design principles.
- Collaborated with the design team to create additional web-optimized features for the LoveBook product, including checkout add-ons, an express book creation wizard, and shareable digital books.
- Increased accessibility and improved user experience by implementing additional features, including tutorial videos, website tooltips, and a 2-click shipping calculator.

### PROJECT EXPERIENCE

#### Product Design & UX Research

Aug 2020 - Dec 2020

ShieldUP

- Acted as the main UX researcher & UX designer in a multidisciplinary product development team project that aimed to create a product-based solution to address the issue of social isolation due to COVID19.
- Conducted user surveys, usability interviews, and create relevant personas to inform product design and marketing approach.
- Contributed to the physical product fabrication and iterative design processes.

#### Usability Researcher

Jan 2020 - Apr 2020

Autodesk

- Participated in a team of researchers to conduct needs assessment of the Revit software product through user interviews and surveys and evaluated usability of Revit through heuristic evaluation and user testing.
- Collaborated with Autodesk to present and evaluate potential solutions and methods for implementation.

#### UX Consultant

Sept 2019 - Dec 2019

University of Michigan

- Led a 4-person team to conduct research to identify knowledge management usage trends within an internal university department.
- Investigated improvements and alternatives to the existing file-sharing system based on ethnographic research and competitive analysis.

[justxuit.github.io](https://github.com/justxuit)

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### EDUCATION

#### University of Michigan

Master of Science in Information  
Expected Graduation May 2021

#### Johns Hopkins University

Bachelor of Arts in Psychology  
Graduated Dec 2012

### TOOLS

Figma

Sketch

InVision

Adobe Photoshop

Adobe Illustrator

Adobe XD

Miro

A-Frame

### DESIGN

Wireframing

Rapid Prototyping

Interaction Design

Graphic Design

Typography

AR/VR

Digital Illustration

Accessibility

### RESEARCH

Usability Evaluation

Affinity Diagrams

User Interviews

Interaction Maps

Heuristic Evaluation

Personas

Surveys

Competitive Analysis

### PROGRAMMING

Python

Javascript

PHP

MySQL

HTML

CSS

Git/GitHub