

Xiaoyu Shi

UX/Product Designer

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EDUCATION

Carnegie Mellon University (CMU)

M.S. METALS

Human-Computer Interaction Institute

Aug 2020, Pittsburgh, PA

Merit Scholarship Recipient, 2019

The Chinese University of Hong Kong, Shenzhen (CUHKSZ)

B.Eng., Computer Science and Engineering

Jun 2019, Shenzhen, China

National Scholarship, 2017, 2018

SKILLS & TOOLS

Design

Information Architecture
Prototyping
Mobile & Web Design
Data Visualization
Usability Testing

Tools

Figma / Sketch
Adobe XD/AI/PS
Keynote
Tableau
Github

Research

Contextual inquiry
Focus Group
Card Sorting
Personas
Journey Mapping
Conceptual Model
Storyboarding

Programming

HTML/CSS
JavaScript
Python
C#
C/C++
MATLAB
MYSQL

AWARDS

Honorable Mention, Netflix & Adobe
Creative jam, 2020

1st Place, Tencent Mini Game Design, 2020

2nd Place, Tencent MOBA Game Design, 2019

EXPERIENCE

HY Cross-Domain(CMU Capstone Project) | UX Designer

Jan 2020 - Aug 2020, Pittsburgh, PA

- Led design activities in a cross-functional team of 5 to create a k12 programming teaching & learning platform for the client.
- Conducted 30+ stakeholder interviews, and affinity diagramming to synthesize the design opportunities.
- Completed 4 rounds of iteration on structure, UI and data visualization with Figma, and tested with 21 target users.

picoCTF (CMU Cylab) | UX Designer

May 2020 - July 2020, Pittsburgh, PA

- Scheduled the plan of website redesign for picoCTF, and collaborated closely with the project manager and front-end developer.
- Led user testings to discover the existing usability issues, and re-built the design system.
- Revised the information architecture of the website to help transform their brand image from an online competition to a comprehensive learning platform.

Shenzhen Institute of Big Data | UX Designer Intern

Jun 2017 - Aug 2017, Shenzhen, China

- Coordinated between clients, project managers, and data analysts to design and develop a website for the Learning Analytics Project.
- Created data visualizations via ECharts to present data such as student attendance and distribution for the mid-term presentation.

PROJECTS

Recap | UX Research & Design

Sep 2019 - Dec 2019, Pittsburgh

- Designed a problem-based learning progress tracker for a programming class at a local high school, and reached 100% satisfaction rate from the instructor and students.
- Created models and drew a user journey map to identify the core pain points, and iteratively improved the prototype based on user feedback.

Junto | UX Design

Sep 2019 - Dec 2019, Pittsburgh

- Designed a gamified productivity app for college students to combat procrastination through revealing mysterious creatures in the AR environment.
- Ran user studies to understand the cause of procrastination, and conducted a literature review about habit formation.