Ronger (Zion) Xu

UX/UI Designer

EDUCATION

MFA in Visual Communication Design

Rochester Institute of Technology
08/2023 - present

BA in Fashion Design

Fashion Institute of Design and Merchandising
09/2019 - 06/2022

EXPERIENCE

UX/UI Designer

Spotlight
08/2024 - present

- Designed and Implemented responsive, user friendly websites by conducting user research
- Improved website accessibility and optimized designs based on user feedback and analytics
- Collaborated with cross-functional teams

Strategic & Experience Design

Job Simulation on Forage - Boston Consulting Group (BCG)
08/2024 - 09-2024

- Completed a job simulation where I helped to research and design a new banking product for a hypothetical client
- Built a research plan, developed primary research tools, and reviewed data to understand the target customers' attitudes, needs and beliefs
- Created a customer persona to inform new product ideas and presented these using a concept chart

CONTACT

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SKILLS

- User Experience
- User Interface Design
- User-centered Design
- User Research
- Problem Solving
- Web/App Design

TOOLS

- Figma
- Figjam
- Cinema 4D
- Adobe Illustration
- Adobe After Effects
- Adobe Photoshop
- Adobe InDesign
- Framer

AWARD

Seattle Carnival Outstanding Artist
2019