

Ronger Xu

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Motivated Designer specializing in UX/UI and interaction design, with expertise in accessibility and emerging technologies. Dedicated to crafting intuitive and impactful user experiences through user-centered design, collaboration, and innovative problem-solving.

Experience

Spotlight, Website Designer

Rochester, NY | August 2023 - present

- Designed user-friendly, responsive websites for artists to authentically share creative ideas, improving engagement by 15% through user testing and analytics insights
- Led project management efforts, shipping responsive website designs and refining user experiences, resulting in a 25% faster project completion time compared to previous iterations
- Collaborated with cross-functional teams, including developers and engineers, to ensure seamless design implementation and a high-quality user experience
- Innovated website launch strategy, built prototypes with optimized user experience and brand authenticity, and provided 3+ design directions to improve user retention

Boston Consulting Group, Strategic & Experience Designer

Job Simulation, Remote | August 2023 - September 2023

- Formulated a hypothetical banking product strategy by conducting user research to identify 5+ key user pain points and propose actionable solutions
- Applied systems thinking to streamline processes, reducing time-to-solution presentation by 20%
- Provided final concepts through interactive prototypes and visual frameworks, showcasing product strategy

Projects

TapGo, UX/UI Designer

Mobile Application | 6 weeks

- Owned start to finish design process for an elder-friendly grocery app, leveraging user research and systems thinking to address technological barriers
- Enhanced accessibility and interaction design through iterative testing and actionable user feedback, reducing number of user errors by 40%
- Developed interactive prototypes and high-fidelity visuals to achieve impactful and intuitive features

RIT myCourses Redesign, Website Designer

RIT Learning Management System | 4 weeks

- Performed user-centered website platform by owning design process from ideation to implementation
- Simplified navigation and collaboration tools, resulting in 25% faster task completion rates for users
- Discussed and modified with professors to ensure quality execution of interaction design combined with feedback surveys, user satisfaction increased by 35%
- Gave weekly critique sessions to refine design strategies and enhance usability

Education

Rochester Institute of Technology

MFA Visual Communication Design | August 2023 - present

- Focus on UX/UI design, interaction design, information design, and design system
- Thesis: Exploring futuristic and gesture control UI systems in virtual environments

Fashion Institute of Design and Merchandising

BA Arts in Design of Fashion | August 2019 - June 2023

- Honors: Nomination for Best Graduation Fashion Design Work (FIDM Museum Exhibition)
- Focus on design thinking, creative processes, and innovative material exploration

Skills

Design

User Experience · Interaction Design · User Interface · Visual Design · Prototyping · Low-High Fidelity Mockups · Design Systems · Creative Design Thinking · Problem-Solving

Research

User Interviews · User Testing · User Flow · Information Architecture · User Journey Mapping · Quantitative Analysis · Empathy Mapping · Competitor Analysis · Design Strategy

Software

Figma · Framer · After Effects · Illustrator · Cinema 4D · Photoshop · InDesign · Miro · Procreate

Awards

Seattle Carnival Outstanding Artist	2018
Nomination for Best Graduation Fashion Design Work (FIDM Museum Exhibition)	2023

Languages

English

Proficient

Chinese

Native