

daphne xu ui designer

Emeryville CA | 857-928-2060 | daphnexu.com@gmail.com | Portfolio: www.daphnexu.com

qualification summary

- **Design abilities:** user interface, usability, responsive web design, visual design, brand/identity, WordPress, print, basic CSS/HTML (assisting developers)
- **Apps and tools:** Adobe Creative Cloud, Sketch and plugins, Lucidchart, OmiGraffle, Sublime, Jira, baseCamp, Agile Workflow
- **Workflow and projects:** user flows, wireframes, mockups, prototypes and design specs, product UI on multi-devices (B2C and B2B), iOS apps UI, digital marketing, landing page optimization, product websites with mobile focus, building brand guides
- **Management:** lead small team of in-house and remote designers, prioritizing projects and deadlines, maintaining company wide visual assets

work experience

Jan 2016 - Current | Motherhood and Freelance Designer

Jun 2014 – Jan 2016 | **Art Director (UX/UI Design and Product Design)** | eDriving LLC

- UX/UI for responsive course interfaces, iOS course apps, B2B training products, payment process and homepage redesign
- Designed UI solutions based on UX data to improve user experience
- Introduced mobile-dedicated layouts which yielded a 20% increase in mobile conversion
- Established design process to focus on usability and functionality: user research/flow, wireframes/content, mockups/prototypes, and then final design
- Initiated the process of involving cross-functioning team to participate in projects from early planning stages to final launch
- First to begin brand guides to unify multiple brands under one corporate identity
- Delegated projects to remote designers (Ukraine and Hydrabadd)
- Managed design department operations, project priorities, timelines and asset libraries

Jul 2011 – Jun 2014 | **Art Director (Product Design and Visual Design)** | DriversEd.com

- Designed UI for product websites, landing pages and educational mobile apps
- Redesigned e-learning products with a cleaner, more intuitive and responsive interface
- Conducted user testing to gather feedback to improve interfaces
- Applied consistent art direction to multiple mediums in the same campaign
- Made sure visuals were cohesive to branding standards
- Collaborated with development team in large scale website redesign initiatives; Jumped in to help where necessary and acquired new skills on the fly to complete tasks
- Involved in interviewing, hiring and training new designers
- Promoted from Jr. Art Director to Art Director within a year

Sep 2010 – May 2011 | **In-house Visual Designer** | Girl Scouts Northern California

- In charge of branding for Central California Headquarters
- Designed Girl Scouts special event websites
- Oversaw all visual material from digital and prints to larger scale projects
- Worked and negotiated with vendors to make projects come to life
- Conceptualized and designed engaging campaign pieces
- Diligently handled multiple projects with different departments

education

Dec 2009 | Mass College of Art and Design

Typography Workshop

Sep 2002 – Jun 2006 | New England Institute of Art

Bachelor of Science in Interactive Media Design

Awards Received: Highest Honor Award, Excellence in Design Award and Merit Scholarship

references upon request