

# Xixi Luo

## UXUI Designer

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### PROJECTS (view more at [www.xiqianluo.com](http://www.xiqianluo.com))

## Vaxicode App

Oct 2021 - Mar 2022

- Designed the official Québec vaccine passport app that has **8M+ users** and **shipped 5+ feature sets**.
- Created and documented new information architecture, navigation and organization system.
- Designed the account creation experience, 2FA experience, covid test result declaration experience, etc.
- Implemented UX improvements in **collaboration with 1 PM, 1 PO and 3 engineers**.

## Québec Health Portal

Oct 2021 - Feb 2022

- Created **design system** including grid guide, color theme, new components with the design rationale etc.
- Iterated design quickly and **shipped the MVP and 100+ pages across web and mobile platforms**.
- Led UX design of multiple profiles management experience, download vaccination proof experience.

## L'Oréal Travel Retail

Dec 2021 - Feb 2022

- Focus: Research and UX Strategy
- Unlocked users' **unspoken/unmet needs** by conducting root cause analysis to find "WHY".
- Delivered and presented **user journey, moments of truth, and opportunity areas** to clients.
- Proposed feature sets of an E-Commerce app with user-generated content and online community.

### PROFESSIONAL EXPERIENCE

## UX Design Specialist | Cloudraker

Oct 2021 - June 2022

- **Led UX&UI Design** for **5+ Québec Government projects**, helping to guide product direction.
- Created sitemap, content hierarchy, interaction flows, UI for **10+ websites and applications**.
- Created motion design for new features for better cross-team communication.
- Redesigned components for better accessibility and created branding guidelines for CMS platform.

## UX/UI Designer | Upwork

Jan 2021 - Present

- Created **130+ screens** and design system of reusable components.
- Shipped a contract project to help renters find best places and help landlords post ads effortlessly.
- Leveraged user research findings and translated business strategies to make trade-off decisions.

### OTHER EXPERIENCE

## Content Creator | Red Book/Xiaohongshu

Sep 2021 - Present

- Creating digital content about UX&UI Design knowledge.
- Helping new UXers review portfolios and provide career advice.
- Designing the **hierarchy, messaging & tone, colour, typography** of visual content.

## Content & Social Media Specialist | TEDx

Jan 2018 - Jan 2019

- Managed social media platforms to engage with our audiences.
- Developed **content strategy** to increase readability and accessibility.
- Created marketing materials to ensure a consistent social presence.

### CERTIFICATE

#### UX Research and Design Specialization

University of Michigan | Coursera

#### Design Thinking:

#### Implementing the Process

LinkedIn(Lynda)

#### Become a UX Designer

LinkedIn(Lynda)

#### Making UX Happen as a Team

LinkedIn(Lynda)

#### UX Design Essentials

Udemy

#### Fundamentals of graphic design

Coursera

#### Google Analytics Individual Qualification

Google Digital Academy

### EDUCATION

#### Memorial University of Newfoundland

Sep 2019-Aug 2020

Exchange Student

#### Sichuan Agricultural University

Sep 2016-Jun 2020

BEcon in Investment

### SKILLS

Design Thinking

Product Strategy

Human-centered Design

Design System

Interaction Design

Information Architecture

Visual Design

Prototyping

Motion Design

Usability Testing

Agile Methodologies

Digital Marketing

Storytelling

Cross-team Communication

### TOOLKIT

Adobe XD, Figma, Sketch

Adobe Photoshop, Illustrator

Miro, Zeplin, JIRA, Wix