

# sally xia

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**user experience designer digital storyteller backpacker**



With 3+ years of media and digital design experience, I am passionate about creating meaningful experiences that bring people together.

## award

- **1st place**  
Toyota Mobility Design Challenge  
Georgia Tech, 2016

## programming tools

- HTML, CSS, Javascript
- jQuery, Bootstrap
- Processing

## design tools

- Pen & Paper, Storyboarding
- Mind-mapping, Wireframing

## Adobe Creative Suite

- Photoshop
- Illustrator
- InDesign
- AfterEffect
- Premiere

## Prototyping Kits

- Sketch
- Invision
- Axure

## others tools

- User Research
- Interview
- Brand strategy planning
- DSLR Camera
- Email Marketing
- Social Media Campaign Planning

## organizations/volunteers

- Greater Columbus Arts Council
- Women In Telecommunications
- Mentor Jackets
- Ohio Union Activities Board

## EDUCATION

- **Georgia Institute of Technology** | 2015 - Present | Atlanta GA  
MS in Digital Media
  - Design and Social Interaction Lab
  - Interactive Storytelling design for master project
- **The Ohio State University** | 2010 - 2014 | Columbus OH  
BA in Journalism, Psychology Minor GPA 3.5/4
  - Only international student in class of approximately 120 students
  - Wrote feature story on international students that was reprinted in China

## EXPERIENCE

- **Product Design Intern** | May - August, 2016 | Atlanta, GA  
Citilife Inc.
  - Researched and strategized contents, onboarding process and flow of a mobile product in an agile startup environment working with developers
  - Performed full UX development cycle including prototyping, visual design and usability testing
  - Initiated and led marketing efforts to seek partnerships and gain first users
- **Graduate Research Assistant** | Sept. 2016 - Now | Atlanta, GA  
College of Civil and Environmental Engineering, Georgia Tech
  - Perform website planning through analyzing and information architecture
  - Redesign a user friendly, mobile responsive site through gained insights
- **Digital Marketing Strategist** | March - July, 2015 | Shenzhen China  
Nexiom Inc.
  - Strategized digital marketing for the U.S. audience to break into market
  - Wrote and edited marketing copy and drove social media engagement
  - Represented company for crowdfunding endeavor
- **News Intern** | Jan.- April, 2014 | Columbus OH  
WBNS-10TV
  - Wrote news script for broadcasts and web stories
  - Researched story ideas and engaged with readers via social media
- **Content Contributor** | May - July, 2014 | Columbus OH  
columbusunderground.com
  - Covered local feature stories in areas of development and community
  - Photographed and published over 200 pictures receiving more than 2000 likes
- **Production Assistant** | May, 2013 - May, 2014 | Columbus OH  
WOSU Public Media
  - Assisted with making of Emmy-winning documentary "Columbus Neighborhood"
  - Produced local NPR news stories working with reporters