

Xiao Luo

UX Designer

Portfolio: xiaoluo.me

LinkedIn: [in/xiao-luo-design/](https://www.linkedin.com/in/xiao-luo-design/)

(+1) 470-815-6834

xiaoluo.uxdesign@gmail.com

ABOUT

Current HCI graduate student with rich industry experience in helping businesses grow by strategizing and crafting enjoyable and innovative user experiences.

EDUCATION

Georgia Institute of Technology

M.S. Human-Computer-Interaction

Expected Graduation May 2023

Zhejiang University

B. Eng. Industrial Design

Sep. 2009 - Jul. 2013

EXPERTISE

Design Skills

Product Design	UX Strategy
UX Design	Storytelling
Info Architecture	Storyboarding
Interaction Design	Visual Design
Prototyping	Info Visualization
Wireframing	Design System
Ethnography	Grounded Theory
Usability Testing	Card Sorting
Heuristics	Affinity Mapping
User Interview	User Flow
Contextual Inquiry	Quantitative

Design Tools

Figma	Illustrator
Sketch	Photoshop
Protopie	After Effects
Axure	Invision
Adobe XD	Blender

Development

HTML/CSS	Python
Unity	Processing

EXPERIENCE

IT Dept. of Georgia Institute of Technology — UX Designer/ Developer

Sep. 2021 - Present, Atlanta, Georgia

- Redesigned key pages of TechDining and HR website, achieving a boost in information display efficiency and user satisfaction.
- Researched and developed information architecture of healthcare website for GT students and employees.

Aidigger Technologies — Lead UX Designer

Sep. 2020 - Aug. 2021, Hangzhou, China

- Led a team of three designers to define the content management system (CMS) and product information management (PIM) for e-commerce business.
- Delivered innovative CMS and PIM products for both mobile and responsive web, integrating AI seamlessly into business procedures.
- Collaborated with a multi-disciplinary team (Sales, PM, Dev) to scope projects and make strategic decisions.
- Acquired more than 3 new business clients with the excellent user experience of CMS and PIM launched in Spring and Summer 2021.

State Street Corporation — UX Designer

Jul. 2017 - Aug. 2019, Hangzhou, China

- Designed financial web products for data modeling, fund accounting, and performance management, promoting efficiency and saving 80% of the cost for the internal team.
- Established various user testing sessions and consolidated the quantitative and qualitative data, guiding product decisions and iterations.
- Coordinated with international teams in India and the U.S. (PM, Design, Dev) for delivering innovative financial products.

Tiankuan Technology — Project Manager

Jul. 2014 - Dec. 2016, Hangzhou, China

- Connected front-to-end business departments and managed projects by streamlining the workflows, improving the overall efficiency of the company.
- Introduced and conducted usability testing to implement Agile Development for e-commerce platform.