

XINYI XU

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EXPERIENCE

Senior designer @ Salesforce

Greater Seattle Area | Apr 2022 – present

- Lead Commerce intelligence design to help merchandisers derive actionable insights from dashboards and receive tailored recommendations to elevate their e-commerce platforms. Collaborate with researchers to develop research plans, analyze research outcomes, and integrate research insights into the design strategy.
- Crafted consumer-facing split shipping experience by delineating four distinct mental models from physical split shipping workflows. Developed and tested eight prototypes in user testing to understand customer behavior.

Senior designer @ Walmart Global Tech

Bentonville, AR | Aug 2019 – Apr 2022

- Led product design in Walmart supply chain labor planning initiative (2 web apps). Collaborate closely with cross-functional teams in planning, roadmap, product strategy, and design iterations.
- Owned end-to-end design process in multiple data-intensive products from exploratory user research, problem definition, to interaction design, iteration, pixel-pushing the UI, prototyping, and usability testing.
- Streamlined and simplified complex enterprise workflows into easy-to-understand processes with a deep understanding of enterprise mental models. Design for trust.

UX designer @ Expero

Austin, TX | Jan 2019 – May 2019

- Researched conversational user interface for data visualization and ideated future use cases.
- Created a conceptual web app with embedded chatbot for supply chain risk management. Designed and prototyped data visualizations using Sketch, Python, and D3.js.
- Applied Google conversation design guidelines in chatbot design and developed user dialogues.

Product designer @ UT Nuclear Robotics Group

Austin, TX | Jun 2018 – Aug 2018

- Worked as the sole researcher and designer with Robotics professionals to design a Human-Robot Interaction interface for their startup.
- Systematically explored multiple solutions after researching 200+ academic papers and 20+ industrial robotic user interfaces.

EDUCATION

University of Texas at Austin

M.S. in Information Studies, 2019

Dalian University of Technology

B.Arch., 2013

SKILLS

UX Research

Interview, Survey, Contextual Inquiry, Competitive Analysis, Affinity diagram, Usability Testing

UX Design

Journey Mapping, Storyboarding, Information Architecture, Wireframing, Rapid Prototyping

Tools

Figma, ProtoPie, Principle, Adobe CC, Webflow

Python, HTML, CSS

SIDE PROJECTS

Augmented Reality App Design

2018 - Music Brush (iOS)

2019 - Snake.AR (iOS, Android)

AI-Related

2023 - Little Chef (song writing, music generation)

2023 - The Little Prince, Lonely Planet (fan fiction of *the Little Prince*)