

Leixin (Victoria) Qian

UI / UX Designer

(US Permanent Resident)

PROFESSIONAL SUMMARY

UI/UX Designer with a strong focus in telling users' stories in a strategic, human-centric way. With a diverse background in **art and design**, and **research and analytics**, my proven end-to-end experience has enabled me to deliver engaging **web and mobile products**. My passion is all about **empowering the user**, granting them a voice in the design process, and ensuring a diverse set of users are represented.

PROFESSIONAL EXPERIENCE

User Experience Consultant

New York, NY | Jan 2020 - Feb 2020

FIPPOA - Fire Island Pines Property Owners' Association

- Achieved a 97.9% final success rate in the usability testing. The client approved the design for **moving forward into web development**.
- Implemented a clear structured **new sitemap and user flow** to **reduce the bounce rate**.
- Iterated and prototyped **wireframes at different fidelity** and redesigned the branding visuals to **enhance user experience and accessibility**.
- Communicated and demonstrated prototypes, conducted team walkthroughs and worked closely with team members.
- Generated an 80+ pages project report including **specification document** and detailed analysis of the current website's **information architecture, heuristics, behavior flows** and the client's competitors and comparators.

UX Designer Fellow

New York, NY | Dec 2019 - Feb 2020

General Assembly, User Experience Design Immersive

- Completed 4 comprehensive UX case studies and one client project **in an agile environment**.
- Collaborated with other UX designers and **worked cross-functionally with software developers**. Presented the products to the stakeholders and clients.
- Designed responsive **websites** and native **apps** for different platforms and operating systems.
- Utilized **various research methods** and types of **usability test**.

Designer, Team Lead

New York, NY | Jan 2019 - Aug 2019

Parsons School of Design, MFA Photography Dept.

- Led **two design projects (graphic and digital)** – PSD Magazine Volume No.2, and MFA Photo Thesis Catalog *Being Bare* and participated in the web design process.
- Provided clients with **design style guides, digital prototypes, logo, and web assets**.
- Communicated with the production studio. The final 500 print copies **received department and division recognition**. The digital catalog page received the highest page visit number.

Research Assistant

New York, NY | Sep 2018 - May 2019

Parsons School of Design

- Designed MFA Photography flyer for Pingyao International Photography Festival (PIP) and executed the print production. The flyer gained compliments from PIP curators.

CONTACT

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COMPETENCY

UI/UX Design
Interaction Design
Visual Design
Usability Testing
User Research
Card Sorting
Rapid Prototyping
Information Architecture
Content Marketing

DESIGN TOOLS

Adobe XD, Figma, InVision, Sketch, ProtoPie, Illustrator, Photoshop, InDesign, Premiere, AutoCAD, Rhino

TECHNICAL SKILLS

HTML, CSS, JavaScript, Bootstrap, OpenFramework(C++), Arduino

EDUCATION

UX Design Certificate

General Assembly

New York, NY | Dec 2019 - Feb 2020

MFA in Photography

Parsons School of Design

New York, NY | Jun 2017 - Aug 2019

BA in Studio Art

Macalester College

St. Paul, MN | Sep 2013 - May 2017

Study Abroad Program

IES Milan + Istituto di Moda Burgo

Milan, Italy | Sep 2015 - Dec 2015