

# VICTORIA (LEIXIN) QIAN

UX DESIGNER | US Permanent Resident

## PROFESSIONAL EXPERIENCE

### UX Designer | Lecco Inc.

Remote, Sep 2020 - Present

- Shipped **design solutions** and products to clients and **successfully launched** the designs.
- Designed and developed Lecco's website. Created a set of **UI components** for web use.
- Build and create a full **branding guideline** and **design system** for Lecco Inc.

### UX Consultant | Fire Island Pines Property Owners' Association

New York, NY, Jan 2020 - Feb 2020

- Redesigned FIPPOA's website to improve usability and accessibility. Achieved a **97.9% final success rate** in usability testing and **reduced time-on-task by 80%**.
- Implemented a clear structured new sitemap and user flow to **reduce the bounce rate**.
- **Led the UI/visual design** for the team using a quick iterative approach. Created **infographics** and a **design system**, including color, **typography** and a collection of **reusable components**.
- Generated a full project report including **specification document** and detailed analysis of user research and current website's information architecture, heuristics, behavior flows, etc.

### UX Designer Fellow | General Assembly, User Experience Design Immersive

New York, NY, Dec 2019 - Feb 2020

- Collaborated with other UX designers and worked **cross-functionally with the software development team** and the management in an **agile environment**.
- Designed **responsive** websites and native apps for different platforms and operating systems.
- Utilized various research methods and usability tests to ship user-tested products with refined designs and intriguing visuals to stakeholders and clients using **Figma** and **Sketch**.

### Designer, Team Lead | Parsons School of Design, MFA Photography Department

New York, NY, Jan 2019 - Aug 2019

- Led two design projects (**graphic and digital**) and participated in the web design. The projects received department and division recognition.
- Provided clients with **layout templates, typography guidelines, branding** and **web assets**.

## UX/PRODUCT DESIGN PROJECT

### UI/Visual Designer | GA x DataDog Hackathon

New York, NY, May 2020


- Worked remotely with designers and developers in a 5-day **design sprint** to create a solution.
- Designed an internal workspace collaboration application with a **focus on UI** using **Figma**.


### Student Product Designer | Parsons School of Design, Related Classes

New York, NY, Sep 2018 - Aug 2019

- Ideated and prototyped 6 interactive design projects, included **game designs, motion graphics**, and **data visualizations**. Designed interactive prototypes in **Adobe XD** and developed four projects in openFrameworks using C++.

## VICTORIAQIAN.COM

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 <https://www.linkedin.com/in/victoria-leixin-qian/>

## TECHNICAL SKILLS

HTML, CSS, JavaScript, Bootstrap, OpenFramework(C++), Arduino, AWS, Jira, Trello, Zeplin

## COMPETENCY

### Visual Design

(Motion) Graphic Design  
Typography

### Design System

Interaction Design

### Information Architecture

UX/UI Design

User Research

Usability Testing

### Wireframe & Prototyping

## DESIGN TOOLS

Figma, Adobe XD, InVision, Sketch, Framer, Illustrator, Photoshop, InDesign, Premiere

## EDUCATION

### UX Design Certificate

General Assembly

New York, NY | Dec 2019 - Feb 2020

### M.F.A. in Photography

Parsons School of Design

New York, NY | Jun 2017 - Aug 2019

### B.A. 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