

XIAOMENG BI

Designer - focused on User Experience & UI, & HCD

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PROFILE I'm a creative, visual, human-oriented and passionate about the intersection of design, infographic, and visual communication. Diversified skill sets and intuitive attention to detail allow for a deep understanding of users, technology, and business. Skilled in Adobe Creative Suite, Sketch, Figma, and web design with an excellent sense of aesthetics, typography, and color.

EDUCATION

A.A.S / Design - UX/UI

Seattle Central Creative Academy - Seattle
09/2018-06/2020 | GPA:3.8

B.F.A / Art - Painting & Drawing

University of Washington - Seattle
06/2013-06/2015 | GPA:3.7

Certificate/Accessible Design

Memorisely - Virtual
09/2021- 12/2021

Certificate/Design System

Memorisely - Virtual
06/2021- 09/2021

CASE STUDY

Luckin App/Mobile App-UX Design Bootcamp

- Ability to think creatively and critically about design problems. Empathize the users' pain points and needs.

Marvin Connected Home/Smart Home-Mobile App

- From opening and closing your windows or skylights to set the perfect coming-home scene, manage your Marvin Connected Home system anywhere, anytime.

Marvin Connected Home/Mircosite-Website

- Microsite that allows Homeowners and Professionals to learn about MCH's value proposition, the different products available and their features and access anything needed to install/integrate/troubleshoot.

SOFTWARE SKILLS

- Photoshop
- Illustrator
- InDesign
- Sketch
- Figma
- Adobe XD
- Principle
- ProtoPie
- Jira/Miro
- After Effects
- Premiere Pro
- HTML/CSS

LANGUAGE

- Chinese-Mandarin
- English

INTERESTS & HOBBY

- Traveling & Hiking
- Cooking
- Illustration

KEY HIGHLIGHTS

- Solid knowledge of design principle, design methodologies and visual foundation, design thinking. Obsessed with excellent user-centered design practices and have an eye for detail.
- Enthusiasm for an iterative design process and human centered design; Knowledge of groundbreaking applications and the latest UX metaphors and desire to keep learning.

EXPERIENCE

UX Visual Designer - Marvin Design Lab

Marvin Lumber and Cedar Co.- Eagan, MN | 03/2021-Current

- Discuss the project with other stakeholders to ensure that problem is fully explored and clearly defined.
- Doing direct and indirect competitor analysis, product feature analysis, and examination of analogous products and adjacent markets.
- Join user research activities to influence the visual design of IoT product's mobile app and accompanying experiences.
- Build prototypes and conduct lightweight user research to explore design concepts.
- Collaborate with other designers and a product manager to shape and improve the UI, carefully considering photography, typography, color, space & layout.
- Present UI mockups and prototypes to team and stakeholders for feedback & approval.

Graphic Designer - Marketing Dept.

Monolithic Power Systems, Inc.- Kirkland, WA | 08/2020-03/2021

- Conceptualize and implement design solutions that meet marketing objectives and branding standards, optimizing each channel (e.g., web, mobile, and videos, including landing pages, design mockups, and various design assets).
- Assist with the creation and updates of company collateral, both digital and print; Present and defend design and key milestone deliverables to peers and executive level stakeholders.

Graphic Designer (30%) & Merchandising Assistant (70%)

Greenbaum Home Furnishings- Bellevue, WA | 02/16-08/2018 (FTE) 09/18-08/2020 (PTE)

- Utilize Adobe InDesign to design the look and layout of advertisements in magazines.
- Ability to design in Adobe Illustrator and Photoshop with experience in photo retouching, manipulation, and color correction.

Editorial Designer (Part-time)

The Epoch Times- New York, NY | 12/2012-12/2016

- Consulted with clients and editors to determine the design layout.
- Reviewed final layouts and suggested improvement needs.
- Designed and produced sample layouts, based on aesthetic design concepts.
- Researched design concepts to stay current with market trends.

INDUSTRY KNOWLEDGE

- User Experience Design
- Wireframes/Prototyping
- Design Thinking/Ideation
- Qualitative Research
- Interaction Design
- Design System
- Heuristics Analytics (UX)
- UI Design/Components
- Design Principles
- Usability Testing
- Visual Design
- Design Patterns
- User Journey Map
- Iconography/Illustration
- Accessible Design