

# XIAOMENG BI

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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

### A.A.S / General Studies

Bellevue College - Bellevue  
01/2010-03/2013 | GPA:3.4

### Certificate/International Business

Niels Brock Copenhagen Business College  
09/2008-06/2009

## CASE STUDY

### Luckin App/Mobile App-UX Design Bootcamp

- Ability to think creatively and critically about design problems.

### Auburn School/Web-application

- Strong communication skills; ability to listen, present, and sell through empathic storytelling.
- Understand and respond to performance data and steer the direction of future creative designs.
- Experience maintaining high quality creative, strong attention to detail.

### The Elliott Bay Book Co./ Branding Design

- Create mood-boards and help set the visual direction based on project needs and business requirements.

## 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.
- Collaborate with other designers and a product manager to shape and improve the UI through careful consideration of photography, typography, color, space & layout;
- Present UI mockups and prototypes to team and stakeholders for feedback and 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
- User Research
- UI Interface Design
- Design System
- Heuristics/Analytics
- Interaction Design
- Design Principles
- User Survey/Personas
- Accessible Design
- Styleguides/Moodboard
- User Journey Map
- Visual Design
- Branding Design