

Yue (Victoria) Xi

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Skill Sets

Design
UX/UI Design
Wireframing
Prototyping

Technical
3D Modeling
Rendering

Art
Traditional
Illustration
Digital Art

Tool Sets

Figma
Photoshop
Illustrator
InDesign

Canva
Google Suite
Procreate

Work Experience

UX/UI Designer

LawDroid
Aug. 2023 - Nov. 2023

- Optimized existing website to improve its product marketing and communication by prototyping a redesigned website in Figma that was implemented by the engineering team.
- Redesign two product features in Figma and Concept to streamline user's day-to-day work efficiency and productivity while utilizing features.
- Conducted user interviews and usability testing with relevant users to unravel key insights on user pain points, motivations and behaviours.

Project Experience

UX Researcher

Eunoia UX Hackathon
Apr. 2023 (1 week)

- Resulted with a final solution to pursue by synthesizing all interview insights gathered to reveal problem space themes.
- Regulated user interview and usability testing by recording key pain point insights, resulting in substantial qualitative data.
- Ideated and sketched wireframes, resulting in visual designs to integrate into the final solution, significantly streamlining the user experience on internal staff website pages.
- Compiled all research findings, user testing results, user interview data, and project progress into a project documentation.

Modeler and Render

The Reflection Pavilion
Jan. 2023 - Apr. 2023

- Meticulously sketched and modeled the roof of the pavilion, which was the highlight of the pavilion, demonstrating technical knowledge of Rhino.
- Rendered the pavilion and its interior along with the surrounding environments using Twinmotion, to visualize its spatial presence within a community park.
- Created a video of the pavilion and edited in Adobe Premier Pro.

Volunteer Experience

Editorial Designer

SFU The Lyre Magazine
Sept. 2022 - Nov. 2023

- Designed the issue layout using Figma, Adobe InDesign, Illustrator and InDesign, following the Lyre's book printing and branding guidelines.
- Created several colour style sheet guides using Adobe Illustrator and various online colour curating tools to finalize issue's cover theme colour.
- Garnered over 30 associate editor applications by designing appealing and engaging promotional graphics using Canva for the Lyre's Instagram handle, resulting the executive team hiring over 15 applicants.

Education

Simon Fraser University

Interactive Arts and Technology, Bachelor of Arts.

Expected Graduation:
June 2026