5623PG, Eindhoven, the Netherland
+ 310645783249
hongjinxuj@gmail.com

Portfolio website:
http://jadexu.3vdo.club/
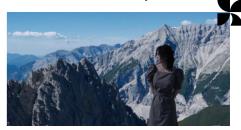
Portfolio pdf:
https://shorturl.at/xEPUV

LinkedIn:
https://www.linkedin.com/in/hongjin-xu/

A highly motivated UI/UX Designer, adept in user research and design, passionate about crafting exceptional user experiences that harmonize effectiveness, usability, and aesthetics. Committed to delivering intuitive, visually appealing solutions that align with user needs and business objectives.

Jade Xu

UI/ UX designer
UX researcher
Digital designer

Education

Master of Industrial Design   09/2021 - 08/2023
Eindhoven University of Technology (TU/e)

UI/ UX design, User research, Product strategy, User testing, Hardware and software prototyping, Emerging technologies and innovations, Motion design, Video editing.

Bachelor of Industrial Design   09/2017-06/2021
Wuhan University of Technology (WUT)

Industrial design, User research, Experience design, Communication and multimedia design, Product strategy, 3D modelling and rendering, Video editing.

Work experience

Edhv - Digital Designer - Brand identity and strategy   08/2023 - Present

- Led the redesign of 5TRACKS OFFICES' website and brand identity, introducing innovation across digital, motion, print, and physical touchpoints. The outputs delivered, along with the updated brand system and strategy, played a pivotal role in driving the comprehensive transition of the 5TRACKS business.
- Engaged in the brand positioning for the District E, using motion graphics as an entry point for defining and shaping the brand identity. Constructed subsequent positioning and strategies while shaping the potential visual language of presentation for touchpoints.
- Worked collaboratively on various projects with designers, art directors, stakeholders, and developers, resulting in a wide range of digital media outputs including web designs, motion graphics, 3D modeling and rendering, yielding diverse and impactful outcomes for the projects.

OWOW Agency - UI/ UX intern - Digital design, development & growth   02/2023 - 07/2023

- Led iterative product design for DUCO's iOS and Android app, utilized user research to scope data collection and service framework and translate insights ot design ideations. Proposed using explicit and implicit interaction approaches to gather users' daily trajectory information, enabling dynamic automatic environmental adjustments. Conducted multiple rounds of quantitative and qualitative tests, confirming the final prototype's notably successful user experience.
- Engaged in web design projects for Get the Drop - United Nations, BAVET, and Mercedes Trophy. Working closely with research, stakeholders, product managers, and developers to ship user-centric, pixel perfect, and accessible user experiences. Made significant contributions leading to OWOW twice receiving the Awwwards' Site of the Day awards.

Studyflow - UI/ UX intern - E-learning   09/2022 - 02/2023

- Redesigned the dashboard homepage of the Studyflow online education platform. Proposed targeted educational data visualization solutions and a comprehensive web design, relying on thorough research, analysis of diverse educational data, and user interviews.
- Conducted multiple rounds of iterative design and user testing with stakeholders to validate the feasibility and effectiveness of the design solutions.

W.
Site of the Day

Skills

Capabilities

UI/ UX design, User research, Product strategy, User testing, Brand identity & strategy, Visual & interaction design, Prototyping, Motion design, 3d Modelling & rendering, Generative art, Video editing

Hobbies

Reading, Playing video games, Watching movies, Traveling, Language learning

Software Skills

Figma, Adobe xd, PS, AI, AE, PR, Miro, Rhino, Cinema4D, Blender, ChatGPT, Midjourney, Confluence, Jira, HTML5

Soft Skills

Teamwork, Rapid iteration, Design sprints, Interviewing, Listening to others, Communication, Empathy stakeholders, Logical thinking, Research, and analysis