

JOYCE Z. XU

USER EXPERIENCE DESIGNER

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WORK EXPERIENCE

Ingram Micro, UX Designer

Jun 2016 - Present

- Responsible for the direction, growth, and strategy of the experience design team of 5 within Global Business Intelligence & Analytics
- Researched, designed, and launched a global pricing tool in 6 countries (US, UK, Canada, Germany, Hungary, Mexico)
- Increased usage of in-house Intelligence platform by 30%
- Created a library of various reusable components and UI patterns
- Collaborate with the executive team, marketing, and other internal stakeholders to translate requirements into concepts
- Research, design, and execute web and mobile experiences for Ingram Micro resellers, vendors and internal business users

CoreLogic, Business Analyst

Jan 2015 - Jun 2016

- Researched and implemented an employee onboarding process for a new Innovation Lab in Santa Monica and Austin (Pivotal Labs)
- Reduced onboarding time by 70% and removed all major bottlenecks
- Applied UCD approach to analyze, plan and execute process improvement changes cross Technology Solutions Group (TSG)
- Assisted two major M&A integrations for TSG (approx 5,000+ new users)
- Completed a 4-month project assignment at CoreLogic Innovation Labs focused on process improvement and change management

Experian, Business Analyst

Jul 2014 - Nov 2014

- SME for activities involved in the creation, development, analysis, and maintenance of promotion codes for all data breach and Affinity partner online products

James Publishing, Digital Project Manager

Oct 2013 - Jun 2014

- Launched multi-channel web, social, SEO marketing campaigns and increased conversion rates by 40%
- Lead the creation and design of various websites by working with a team of graphic designers, content strategists, and off-shore web developers
- Managed client relationship throughout the entire project lifecycle
- Created initial concept sketches and annotated wireframes

EDUCATION

University of California, Irvine

M.S. Human-Computer Interaction
Aug 2017 - Sept 2018

University of California, Irvine

B.A. Business Administration
Sept 2009 - Jun 2013

SKILLS

Research: Heuristic evaluation • Usability testing, moderated and unmoderated via Loop11, UserTesting • Cognitive walkthrough • Competitive analysis • Ethnography

Design: UCD • Interaction design • Visual design • Persona • Journey maps • Empathy mapping • Annotated wireframes and mockups • IA • Wire flows • Data visualization • Branding and UI kits

Prototyping: Rapid prototyping with Sketch • Hi-fidelity prototyping with Sketch, Adobe CC • Interactive prototyping with InVision/UXPin

Programming: Familiar with HTML, CSS, and JavaScript

MOST PROUD OF

Starting a nonprofit, **The KeyLight Perspective**, and partnering with some of LA/OC's largest NPOs: Giving Children Hope, YMCA, SNIP Team, Helpkin, Surfshack Outreach