

Wenyi “Vivian” Xu

UX DESIGNER

I aim to create designs that bridge cultures.

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Seattle, WA

WORK EXPERIENCE

UX Design Intern / Real World Games Co., Ltd.

MAR - AUG 2023 / Internship / Hybrid, Tokyo, Japan

- Performed user research (surveying 500+ users), competitive audits, and initialized designs (wireframes and prototypes) for two new mobile apps
- Improved UX writing and translated the company's public mobile app entirely from Japanese to English and Chinese (331 entries)
- Designed user journey and provided AR/MR strategies for the use of the mobile app in 2 events IRL, both secured full funding from local bureaus

UI / UX Designer / Pandaily

SEP 2022 - PRESENT / Part-time Freelance / Remote

- Conducted user research, created responsive designs and optimized UX writing for the user subscription page, resulting in a 50% user growth
- Designed the site's user center and facilitated new mechanisms including subscription & notification management and referral system

Graphic Designer / JR Chuo Line Community Design

SEP 2022 - JUN 2023 / Part-time Freelance / Tokyo, Japan

- Produced designs and illustrations for two annual city-wide events and the community-run student dormitory (Chuo Line House KOGANEI)
- Worked as on-site staff during the events and curated social media posts

Reporting and Operations Intern / Pandaily

JUNE 2021 - AUG 2021 / Internship / Hybrid, Beijing, China

- Author Page: <https://pandaily.com/author/vivianxu0132/>
- Produced an average of 2 news report articles or videos per week in English on Chinese business, technology, and culture industries
- Reported as the only on-site reporter from the Pandaily for CES 2022, yielding 2 reports and 2 video projects covering 10+ Chinese tech companies at the 3-day-long convention

Content Strategy Intern / NetEase, Inc.

JUNE 2020 - AUG 2020 / Internship / Beijing, China

- Managed posting and user statistics for popular science video channel "Yinghekanban" on Weibo (2580K followers), WeChat Platform (290K), Bilibili (149K), and TikTok (125K)
- Pitched themes, designed storyboards, and produced scripts for 10+ video projects (an average of 250-350k views each)

EDUCATION

2023 - | M.Comm

Digital Media (UX track)

UNIVERSITY OF WASHINGTON,
SEATTLE

2018 - 2022 | Bachelor of Arts

Psychology &
East Asian Studies

YALE UNIVERSITY

2022 - 2023 | One-Year Regular

INTERNATIONAL CHRISTIAN
UNIVERSITY (TOKYO, JAPAN)

LANGUAGES

Chinese (Mandarin) - Native

English - Fluent (TOEFL 116)

Japanese - Fluent (JLPT N1)

Korean - Fluent (TOPIK 5)

SKILLS / TOOLS

Design:

Wireframing, Prototyping

- *Figma, Sketch, Miro*

Graphic Design - *Photoshop*

Illustration - *Fresco*

Programming Languages:

Python, C, SQL

Editing:

Sound Engineering

- *Audition, Logic*

Video Editing - *Premiere*

Other: *Google Analytics,*

Microsoft Office