

Xinke Wu

Problem Solver | Creative Thinker | Curious Learner

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EXPERIENCE

UX Designer | Ant Group, Alibaba - Alipay Design Team

07/2021 - 07/2022 (full-time), 06/2020 - 09/2020 (intern) | Hangzhou, China

- Headed UX research and design of **10+** self-service data analytics platforms. Increased Customer Effort Score (CES) by **50%** and new users' success rate by **30%**.
- Executed CES surveys, user interviews, and usability tests to identify key issues in the accessibility of product analytics for non-technical users.
- Proposed a "Smart Data Storytelling" project to lower the barrier of data analytics for non-technical employees. Ideated and designed **3** key features through co-design sessions with end-users and engineers.
- Led redesign of the design system to align user experiences across different analytics platforms and to accelerate development process.

Product Manager Intern | Tezign - Contech Startup

02/2021 - 06/2021 | Shanghai, China

- Owned the design of a semi-automated video content tagging platform from stakeholder research, design, testing till launch, resulting in **80%** decrease in time costs for video tagging.
- Conducted user interviews and a co-design workshop with marketing, AI, and product teams to design the content tagging workflow.
- Spearheaded a team of **5** to design AI/ML features to empower digital asset management (DAM), e.g., asset recommendation. **5** ideas were implemented in DAM platforms of Starbucks China and YSL China.

UX Research Intern | Xiaomi - AI Department

10/2020 - 01/2021 | Beijing, China

- Conducted analysis of the user query data of families with children and **20+** user interviews to identify user pain points in requesting educational resources.
- Conducted Wizard of Oz testing to improve the GUI & VUI user experience for Children's Education Center on XiaoAI. Closely collaborated with designers and engineers to envision and implement design.

Research Assistant | Zhejiang University

09/2018 - 06/2020 | Interactive Data Group, State Key Lab of CAD&CG, China

- Designed a human-AI co-design authoring tool that helps users easily create expressive storyline visualizations.
- Organized a hand-drawn storyline workshop to summarize user behaviors and pain points in storyline visualization design.
- Co-authored "PlotThread: Creating Expressive Storyline Visualizations using Reinforcement Learning", which was published in [IEEE InfoVIS 2020](#).

EDUCATION

M.S. Human-Computer Interaction Georgia Institute of Technology

08/2022 - 05/2024, Atlanta

GPA: 4.0/4.0

B.S. Industrial Design Zhejiang University

09/2016 - 06/2021, China

GPA: 4.0/4.0

SKILLS

RESEARCH

Survey Design	User Interview
Contextual Inquiry	Co-Design
Affinity Mapping	Journey Mapping
Personas	Storyboarding
Wizard-of-oz	Usability Testing
Heuristic Evaluation	Diary Study
Focus Group	Data Analytics

TOOLS

Figma	InVision
Adobe Creative Suite	Protopie
Miro	Final Cut Pro
Tableau	Qualtrics

CODING

Python	SQL
HTML/CSS	React JS

PROJECTS

A Voice Diary App for Self-Report in Psychology | Emory University

08/2022 - 12/2022, Emory School of Medicine

Led the user interviews and app design. Design solution got accepted by sponsors and is now under development.

Visual Behaviors and Mobile Information Acquisition on OHMDs and Mobile Phones | NUS HCI Lab

07/2019 - 01/2020, Singapore

Executed the experiment design and user interviews. Completed the full paper as a co-first author, which is [in submission](#).