

QIHAN XU

UX DESIGNER

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Education +

McGill University

Montreal, Canada | Sep. 2012 - May. 2015

M.Sc. in Computer Science, School of Computer Science

Xiamen University

Xiamen, China | Sep. 2008 - Jul. 2012

B.Eng. in Digital Media Art, Software School

Design Methods +

Competitor Analysis

Storyboard | User Journey Mapping

Survey | Interviewing | Persona development

Sketching | Wireframing | Prototyping

Usability Testing | Heuristic Evaluation

Tools +

Adobe Creative Suite | MS Office

Sketch | Framer | Flinto

Axure | Invision | UXPin

Sublime | Atom | Github

Unity3D | Maya

Development +

HTML | CSS (Sass) | Javascript

Java | PHP | C#

AngularJS | jQuery

Webpack | Gulp | Grunt

Git | SVN

Languages +

English Fluent

French Intermediate

Work Experiences +

UX Designer

Booking.com | Shanghai, China | Mar. 2018 - Present

- Improving incentivized experiences to either acquire or retain users, driven by synthesized research on market landscape and user stories.
- Transforming business vision into innovation of functional, flexible, scalable and measurable marketing tools that connect customers, products and marketplaces seamlessly and thoughtfully.
- Building meaningful mobile experiences that allow local travellers to search, filter, compare, and book effectively, efficiently and confidently.
- Specializing in hypothesis-based A/B testing formed by quantitative and qualitative data. Iterating results through statistical outcomes in agile and lean environment.

UX Designer, Front-end Developer and Co-founder

TranscenTec Co. Ltd | Chongqing, China | June. 2015 - Sep. 2017

- Designed web and mobile experiences of project Tran3D, an O2O platform that distributed 3D printing services. Led and coordinated team throughout process of shipping MVP online.
- Responsible for user research. Carried out surveys and interviews as well as developing personas that target different user groups. Conducted usability test and heuristic evaluation as feedback.
- Responsible for visual and interaction design. Defined visual assets and styles based on Material and Flat Design. Decomposed complexities into hierarchical modules that design methods such as storyboard, sketching, wireframing and mid-fidelity prototyping were applied to. Provided responsive layouts for cross-platform usage.
- Front-end development: writing reusable CSS, building system via AngularJS, designing API end points and modularizing with webpack.

UX Designer and Developer

Guhao, subsidiary of TranscenTec | Chongqing, China | Apr. 2016 - Jun. 2016

- Bootstrapped brand identity that incorporated company's image and value. Work involved logo, style-guide, namecard and photo content.
- Built high-fidelity prototypes of mobile app that facilitated production pipeline and individual management, used by 50+ employees.
- Led UI/UX design for mobile-first company's website. Created site map and responsive prototypes. Implemented with AngularJS and Laravel.

Publications +

- Q. Xu, J. Tremblay, and C. Verbrugge. Generative Methods for Guard and Camera Placement in Stealth Games. In Proceeding of the Tenth Annual AAAI Conference on Artificial Intelligence and Interactive Digital Entertainment, AIIDE, 2014.