

Yezi Xu

Product Designer | UX/UI · Visual · Design Systems · Growth

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Designer with 4+ years of experience shaping digital products, design systems, and multi-channel campaigns. Skilled at leading end-to-end design processes, building scalable workflows, and using analytics to refine engagement. Experienced in cross-functional collaboration, accessibility, and turning complex requirements into intuitive, user-centered solutions.

Experiences

UX/Creative Designer - Liu Shiming Art Foundation

Full-time: Jan 2024 – Present | Part-time: Jun 2023 – Dec 2023, *New York City, NY*

- Led the redesign and continuous optimization of the Foundation's website, contributing to an over **400%** increase in monthly traffic and enhancing usability, accessibility, and audience engagement through iterative design and content strategy.
- Developed and executed cross-platform digital campaigns (Instagram, LinkedIn, YouTube, Mailchimp), growing the Foundation's online audience by around **400%** and strengthening long-term community engagement.
- Built and scaled a unified design system across web, email, and social channels, streamlining workflows and improving cross-team efficiency.
- Designed and produced visual materials for key exhibitions and related programs, enhancing storytelling and overall visitor experience.
- Collaborated closely with curators, artists, and external partners to align visual direction with institutional goals and ensure consistent communication across platforms.

Visual & Web Designer - TheBlanc Art Space

Internship, Jun 2022 – Sep 2022, *New York City, NY*

- Enhanced website IA and mobile UX, making exhibition information more discoverable and accessible.
- Designed and delivered cohesive digital and print assets (posters, brochures, web content) that supported successful exhibition launches.
- Coordinated updates across web and social platforms, ensuring brand consistency and timely promotion.

UX/UI Designer - Human Horizons

Internship, Jun 2021 – Aug 2021, *Shanghai*

- Designed onboarding flows, prototypes, and interaction patterns for a new app feature, improving early adoption and overall usability.
- Collaborated with product managers, UI designers, and engineers in agile sprints to refine usability and deliver production-ready designs.
- Conducted feedback sessions and integrated user input into rapid design iterations, strengthening consistency and user satisfaction.

Awards & Projects

Accessibility & UX/UI Designer - NASA - National Aeronautics and Space Administration- (Eclipse Soundscapes - a Citizen Science Project supported by NASA), Feb 2022 - Apr 2022, *New York City, NY*

- Led client communication and coordination to align design deliverables with project needs.
- Enhanced accessibility for visually impaired users by integrating AR and audio features into the website experience.
- Optimized UX flows to improve recruitment and engagement of citizen science participants.

UX Designer - Winner of the annual Hack Dibner Competition - 2021, *New York City, NY*

- Redesigned NYU's library booking system, eliminating double-booking and simplifying the reservation process.
- Delivered a user-centered prototype that won first place for clarity, problem-solving, and functionality.

EDUCATION

New York University-Tandon School of Engineering

New York City, NY

Master of Science (M.S.) in Integrated Design &Media
(09.2021-05.2023)

Pratt Institute

New York City, NY

Bachelor of Fine Arts (BFA) in Communication Design
(08.2017-05.2021)

SKILLS:

UX/UI: User Research · Information Architecture (IA) · Wireframing · Prototyping · Usability Testing · Accessibility

Systems & Strategy: Design Systems · Content Strategy · Growth & Experimentation · Metrics-Driven Iteration · A/B Testing Mindset

Visual & Communication: Typography · Layout · Motion Assets · Social Media Campaigns · Print/Digital Production

Tools & Tech: Figma · Adobe CC (AI, PS, XD, AE, PR) · Sketch · Cinema 4D · TouchDesigner · P5.js · AI-powered design workflows · AR/VR Prototyping

Languages: English · Chinese