

# Xinyuan Zhang

## UX Designer | Web Master | Product Manager

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### EXPERIENCE

#### Webmaster

Arts Alliance of Greater Bloomington (AAGB)

February 2022 - Present - Bloomington, IN

- Conducted a workshop for IU student designers and AAGB stakeholders to identify goals and ideas for the website.
- Planned, designed and built the organization website, including home, membership, calendar, and directory pages.
- Maintained website for functionality and usability; onboarded users through support blogs and workshops.

#### Product Manager Intern

Shanbay.com (China's biggest mobile English learning app)

Dec 2020 - Mar 2021 - Nanjing, China

- Collaborated with the team to find opportunities according to primary and secondary research.
- Conducted user feedback and competitor analysis to create a requirement document for the "Favorite" function, which would enhance the learning experience for learners.
- Coordinated with design, engineering and marketing to ensure alignment on product vision and strategy.

#### Innovation Project Manager (Junior Specialist)

Bosch and Siemens Home Appliances

Jul 2017 - May 2019 - Nanjing China

- Planned and executed innovation projects, building strategic relationship with internal and external partners.
- Designed and managed project work plans and workflows; established project timelines and revised as required.
- Monitored project progress, managed budgets, and reported milestones to stakeholders.
- Collaborated with cross-functional teams to develop product designs from ideation to launch through design sprints, in-home visits, focus group discussions, and quantitative survey studies with consultancies.
- Organized workshops and facilitated cross-sectional collaboration to develop and exchange company know-how.

### SKILLS

Communication | Teamwork  
Problem Solving | Adaptability  
Time Management | Design Thinking  
User Experience | Web Design  
Desktop Research | Journey Mapping  
Persona | Prototyping | User Testing

### AWARD

Adobe + The New York Times  
Creative Jam Design Contest | 2021  
Finalist (Selected top 10 among 320+  
for designing a mobile app to promote  
political communication)

### TOOLS

Monday.com | Axure | Miro  
Figma | Adobe XD, ID, AI, PS | Canva  
Squarespace | WordPress | Webflow  
HTML | CSS

### EDUCATION

#### M.S. in Human-Computer Interaction/design

Indiana University Bloomington

December 2022 | Bloomington, IN

TA for Product Management class;

Competitive player and coordinator on IU  
women's table tennis team

#### B.A., M.A. in English Language and Literature (Linguistics)

Nanjing University

June 2014 and June 2017 | Nanjing, China

Interpreter for the 4th & 5th International  
Symposium on Autism, Amity Foundation