

# JIACHEN XU

UX Designer

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## Education

08/2018 - 05/2020

**Georgetown University**

**Washington DC**

M.A in Communication, Culture  
and Technology / GPA: 3.71

### **Courses:**

Data Analysis

Interactive Design

Product Management

User Experience Design

Graphic Design

Social Network Analysis

05/2019 - 08/2019

**Art Center at Night**

**Pasadena, CA**

-Intro to Graphic Design

-Color Study

09/2014 - 06/2018

**University of California, Irvine**

**Irvine, CA**

B.A in Art (Photography) / GPA: 3.41

### **Courses:**

Advanced Photography

Web Design

Media Design

Digital Media

## Skills

### **Proficient in:**

Sketch, SPSS, Adobe Photoshop,  
Adobe Illustrator, Adobe InDesign,  
Microsoft Office Suite

### **Familiar with:**

Cinema 4D, InVision, After Effects,  
JavaScript, HTML, C++

### **Experience with:**

UX Design, Photography, UI Design,  
Graphic Design, Prototype, Wireframe,  
User Research, Online Marketing,  
Data Analysis, 3D Modeling

## Experience

06/2019 - present

**Bottomless**

**Seattle, WA**

**Website Redesign**

Redesign the sign-in flow, shop page, and main page  
to introduce the product and coffee to customers.

Simplify the shopping page to give customers direct  
access to view products.

Improve the degree of customer activities on the  
website by designing a quiz, highlighting the main  
product, and redesigning the user flow.

03/2019 - 05/2019

**Joyrun**

**Guangzhou, China**

**UX Design Team**

Planned user research and interview to find  
methods of using game features to attract younger  
users.

Participated in brainstorming, building wireframes  
and prototypes. Raise the main features that attract  
younger users.

Designed a Mini Program with three main elements  
to attract more than 5000 younger generation  
customers with teammates.

02/2018 - 08/2018

**UC Irvine, Writing Center**

**Irvine, CA**

**Curatorial Team**

Designed six advertising posters for different  
activities to promote art students' work at UC Irvine.  
Connected more than 100 artists and students to  
exhibit their artwork and poems.

09/2017

**China Construction Bank**

**Hangzhou, China**

**Integrated Marketing Intern**

Utilized new media channel and participated in  
brand promotion activities on the cell phone for the  
bank.

Designed advertisements, posters, and marketing  
commercials for its WeChat public account to  
improve brand equity by using online marketing  
skills together with art design ability.

01/2017 - 01/2018

**Chinese Business Society**

**Irvine, CA**

**Co-founder**

Planned 7 social activities in 6 months to  
promote the new organization and connect over  
500 students with companies.

Augmented brand equity of CBS by raising the  
amount of active subscribed followers from 0 to  
more than 1500 after running for one semester.

Came up a new online marketing system.

Average page views of CBS WeChat official  
account increased from around 200 per article to  
more than 1400 per article.

12/2016 - 05/2017

**Anteater TV**

**Irvine, CA**

**Social Media Intern**

Collaborated with team members on school social  
events. Selected as the only photographer out of  
150 candidates to report, and to photograph  
campus arts performances.

Increased social media platform reviews from 100  
per post to 500 per post.

12/2016 - 01/2017

**China Construction Bank**

**Hangzhou, China**

**Marketing Intern**

Participated in special promotions for a type of  
Wealth Management Card to target consumers  
who had relatives and friends studied abroad.

Successfully promoted dozens of cards based on  
reliable promotion strategies that combined  
with personal experience in the U.S.