



Frankie Zican Xu

UX/UI Designer

(415) - 792 - 7787

frankiexzc@gmail.com

www.frankiexzc.com

linkedin.com/in/frankie-zicanxu

WORK EXPERIENCE

Yunex Traffic | Product Owner

Hybrid, April 2023 - Present

- Led a 5 people group and facilitated the product's final implementation in 6 month.
- Refined over 40+ UI components to matching usage scenario and ensure delivering sustainable design.
- Collaborated with product manager to translate the business goal into actionable design and develop tasks for technical execution.
- Communicated within my team and across team functions to ensure smooth communications and project execution.
- Delegated tasks for team members, monitored and tracked process to ensure tasks' completion within deadlines.

Yunex Traffic | UX/UI Designer

Hybrid, December 2021 - April 2023

- Spearheaded and analyzed multiple user interviews to capture core users' pain points.
- Completed and proposed a full design process independently for a build-in application that was later launched successfully.
- Refined 40+ UI components to matching usage scenario and ensure delivering sustainable design.
- Proactively approached different stakeholders with my design to seek for product improvement and achieve cross-team mutual goal.

Sponteous | UX/UI Designer

Remote, October 2020 - November 2020

- Directed a team of 4 to enhance end-user's website navigation experience of the SaaS platform, resulting in a 10% growth in new user acquisition.

SKILLS

Tools

Adobe Creative Suite

Microsoft suite

Figma

Sketch

Jira

Gitlab

InVision

Design

Web Design

Mobile Design

Persona Creation

Conversation Design

Information Architecture

User flow & Storyboarding

Low/Hi fidelity mockups

User Interface Design

Rapid/Interactive Prototyping

Product

Scrum Master

Product Management

Roadmap Development

Product Analytics

Product Strategy

Language Skill

English

Mandarin Chines



WORK EXPERIENCE

XiaoCun, Inc | Product Designer + Co-Founder

Davis, CA, October 2018 - November 2020

- Designed XiaoCun Eat's Minimum Viable Product from scratch.
- Secured partnerships with 2 private kitchens and 3 restaurants in Davis at company early stage.
- Streamlined interactive processes and UI elements, as a result, boosting user satisfaction, retention, and referral rate by 12%.

UC Davis | Research Assistant

Davis, CA, January 2018 - April 2018

- Analyzed 2,000+ college entrance exam admission data from the past decade in China using Excel.
- Collaborated with 3 group members to analyze data with regression models using STAT

EDUCATION

General Assembly

UX/UI Design Course
Winter 2020

University of California, Davis

Bachelor of Art in Economics
August 2017 - June 2019

Foothill College

Associate in Arts of Transfer,
Economics Major
January 2015 - June 2017