Frankie Zican Xu
Product Designer

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WORK EXPERIENCE

Yunex Traffic | Product Owner

Hybrid, Austin, April 2023 - April 2024

- Spearheaded a cross-functional team of 5 by utilizing Jira to manage team tasks and augment product handover quality, overachieved project stage goals within 6 months.
- Utilized interactive prototyping techniques that sparked a 15% increase in user engagement metrics, supporting the progress of a multimillion-dollar project.
- Guided a cross–functional team in achieving a 20% increase in project velocity implementing gilepracticesandserving as Scrum Master for multiple successful project milestones.

Yunex Traffic | UX/UI Designer

Hybrid, Austin, December 2021 - April 2023

- Refined over 40 UI components in Adobe XD library for new product to ensure sustainable design and matching company image.
- Executed the design of user flows, prototypes, and high-fidelity designs for a data monitoring and trouble shooting application focused on traffic control.
- Increased user satisfaction by 10% by incorporating user feedback, user interviews and market insights to drive product improvements.
- Enhanced technician productivity and communication gradually through strategic inclusion in decision-making and precise goal-setting in an agile environment by using gantt chart.

Sponteous | UX/UI Designer

Remote, October 2020 - November 2020

- lead the team through design phases of the project to create the prototype for the client in under 3 weeks.
- Enabled user experience by redesigning user flow for web-based software on Figma, leading to a 12% decrease in bounce rate.

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
A/B Test
Scope Definition
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

- Contributed to a 28% growth in revenue by optimizing the XiaoCun Eat and payment systems features and functionalities result in a significant increase in 2,000 number of new users.

- Designed the Minimum Viable Product (MVP) of the Xiao Cun Eat product and acquired partnerships with two private kitchens and three restaurants in the Davis area.

- Enhanced interactive processes to elevate user experience, resulting in a 20% increase in customer retention rates and a 12% growth in customer satisfaction.

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.

- Employed data visualization tools that optimized data analysis process efficiency by 25%

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