

David Xiong

UX Designer & Researcher

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Work Experience

Web Designer

Edgewood College | August 2024 - Present

- **Web Design and Optimization:** Owned and enhanced Edgewood College's website by creating visually appealing and user-friendly designs, implementing SEO strategies, and optimizing content for maximum impact through the WordPress CMS.
- **UI/UX Design:** Developed wireframes, mockups, and prototypes to improve website navigation and user experience, resulting in increased engagement and conversions.
- **Project Management:** Collaborated with internal and external stakeholders to gather requirements, manage project timelines, and deliver high-quality web solutions.

User Experience Designer

Hanson Dodge | March 2022 - January 2024

- **Bridged the Digital Divide:** Successfully transformed ideas into pixels through a series of low- and high-fidelity prototypes, resulting in interfaces that were both efficient and aesthetically captivating.
- **Owned the Design Blueprint:** Responsible for creating 100% of wireframes and prototypes for clients that transitioned seamlessly into successful products (Sun Valley Resort, Snowbasin Resort, Miller Welds, Colectivo Coffee).
- **Unveiled User insights:** Conducted user research, uncovering critical needs and frustrations, which were then translated into personas that guided development and instilled a user-centric ethos.

User Experience Intern

Hanson Dodge | September 2021 - March 2022

- Leveraged user research to **uncover key needs and pain points**, which were then translated into user personas and journey maps to inform the design process of client projects.
- Developed both low and high fidelity prototypes using industry standard tools like Figma to **create effective design solutions** for clients of the agency.

Marketing Intern

Bradley Corporation | June 2021 - September 2021

- **Introduced design thinking principles** and UI/UX tools (Miro, Figma, Adobe XD) to enhance Bradley Corporation's website and brand presence.

Career Highlights

Websites for Sun Valley & Snowbasin Resorts | October 2023

- Successfully launched the websites for two top ski resorts; Sun Valley and Snowbasin Resort which saw over **400k website visits** since launch.
- **87% Accessibility Score** and **100% SEO score** on website (using Google Lighthouse).

Welding Calculator for Miller Welds | 2022 - 2023

- Designed and launched a welding calculator that is being used on Miller Welds' website today with about **1k+ web traffic** to tool per month.

Education

Milwaukee School of Engineering

2017 - 2022

B.S. User Experience & Communication Design

Skills

Design

- UX/UI Design
- Web Design
- Interaction Design
- Accessibility Design
- Visual Design
- Prototyping
- Wireframing
- Low & Hi-Fidelity Mock-ups
- Journey Mapping

Research

- User Interviews
- User Testing
- User Surveys
- Competitive Analysis
- Data Visualization
- A/B Testing

Marketing

- SEO
- Data Analysis
- Copywriting
- Brand Presence Enhancement

Software

- Figma
- Adobe CC (XD, Photoshop, Illustrator, InDesign, Lightroom)
- Mural
- Miro
- Sony Vegas
- Capcut