

# David Xiong

UX Designer & Researcher

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## Work Experience

### 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.
- **Leveraged best-in-class platforms** such as Figma, Mural, and Miro to foster vibrant collaboration and rapid iteration within the design process.

### 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.
- **Contributed to strategic growth** through competitor analysis and presentations. Supported effective communication by updating technical documents and crafting research & training materials.

## 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.
- **Over 10% increase** in traffic since launch (up 11.42% from January to Feb).
- **87% Accessibility Score** and **100% SEO score** on website (Google Lighthouse).

Welding Calculator for Miller Welds | 2022 - 2023

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

Product Selector for Miller Welds | 2022 - 2023

- Assisted in the creation of a product selector tool used on one of the top welding manufacturers' websites

## 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