

XITONG DENG

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PORTFOLIO

www.xitongdeng.com

SKILLS

User-centered Design
User Research
Usability Testing
Sketching & Illustration
Graphic Design
Web Design
Service Design
Lean Start-up

TOOLS

Sketch 3, Figma
InVision, Marvel, Principle
Adobe Photoshop
Adobe Illustrator
HTML5 & CSS3
Balsamiq Mockups 3
Zeplin
Wordpress
SPSS

SELECTED COURSEWORK

CMU

Interaction Design Studio
Intro to Web Design
Integrated Product Development
Digital Service Innovation
Designing for the IoT

PKU

UX Research and Practice
Advanced UX Research
Cognitive Psychology
Consumer Behavior

EDUCATION

Carnegie Mellon University (CMU), Pittsburgh, PA **Dec 2018**

Master of Integrated Innovation for Products and Services

Peking University (PKU), Beijing, China **Jul 2017**

Bachelor of Science in Psychology
Chair of Pi Association of Design

RELEVANT EXPERIENCE

Product Design Intern @Click LLC., Los Angeles, CA **Summer 2018**

- Analyzed information architecture and evaluated user experience for the mobile application, proposed and completed a rearrangement of features.
- Created wireframes, redesigned interaction and interfaces for both the mobile application and the company website.
- Designed mobile components for both iOS and Android, developed and optimized a visual style guide for cross-channel design assets.

Product Assistant Intern @Xinsight LLC., Beijing, China **Summer 2016**

- Conducted user tests on Xinsight's platform, collected user data and analyzed user's visual patterns of watching advertisements on mobile applications to optimize advertising strategy.

Graphic Designer @Student Union, PKU, Beijing, China **2015 - 2016**

- Led student design team to create graphic design works for campus-wide event promotions.
- Built the visual branding of the Psychology Department's social media account to increase presence and number of subscribers.

PROJECTS

Alergia (CMU Capstone Project) **Jan - May 2018**

- Designed a mobile application to improve 2-way communication between food allergy sufferers and hospitality providers.
- Mapped 9 stakeholder groups to understand the problem space, created 100+ product concepts, evaluated them based on feasibility and impact.
- Improved our design continuously by collected multiple rounds of feedback.

Punctual Pup (CMU Class Project) **Sep - Oct 2017**

- Designed a mobile application to streamline the waiting room experience for dogs and their owners to minimize stress.
- Explored and understood the problem by applying product development methods such as personas, stakeholder mapping, journey mapping and opportunity evaluation.

Cookin (PKU Side Project) **Sep - Nov 2016**

- Went through the entire design process from problem identification, ideation, user testing and iteration.
- Conducted competitive analysis to identify design opportunities.
- Created high fidelity interfaces for key screens.