

Allen Xu

Highly collaborative problem solver with end-to-end product design experience across platforms.

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Luminary Podcasts / UX Designer (Contract) Jan 2020 - May 2020

Hired to create Luminary 2.0 focused on premium first experience being seamless and compelling while the Head of Design was on maternity leave. Designed product experience across iOS, Android, Mobile web, and Desktop. Presented design changes to executives and stakeholders across teams. Took initiative to create design systems for each platform and brand assets with efficiency, consistency, and scalability, which is currently being used by multiple designers across product and brand teams in fast-paced environment. Set up JIRA board for tracking weekly UX tasks in phases from 4 product managers. And became the go-to person for questions without previous experience with Figma five months ago.

JOOR / UX/UI Product Designer May 2018 - Sep 2019

Introduced and implemented new interaction design patterns to meet UX needs and product requirements by conducting design research and following industry best practices. Researched user pain points and analyzed functionalities of each map option to help to design new interactive map for brand dashboard that 80% of beta users rated MVP launch 4.5 out of 5 stars.

Freelance Designer / Product Designer 2017 - 2018

Took on various projects at Jet.com, AIG, and Behavior Design which included competitive design research; built high-fidelity prototypes for in-house user testings; partnered with senior product designers and product managers for in-person user interviews; created wireframes for client presentations; designed user interfaces for improving user experience, usability, and accessibilities for existing and new features.

Priceline / Mobile Designer Jan 2013 - Sep 2016

Followed the Double Diamond model to discover, define, develop, and deliver design solution for users to search without dates on home screen and change dates anytime before checkout that boosted hotel booking conversion by 4.97% for iOS. Designed visual for Get The App for Mini Cooper Sweepstake campaign that increased app downloads by 43%.

Previous roles at Priceline:

iOS Designer

Production Designer

Skills

Product Design • Design Thinking • User Experience • User Interface • Apple Human Interface Guidelines • Google Material Design • Design Systems • User Flows • Wireframing • Prototyping • A/B Testing • User Testing • Accessibility Design • Interaction Design

Tools

Figma • Sketch • InVision • Principle • Zeplin • Photoshop • Illustrator • Amplitude Analytics • Jira • Clubhouse • Trello

Certifications

UX Fundamentals
- Nobel Desktop

BFA in Communication Design

2007 - 2011
New York City College of Technology

Interests

Music • Reading • Psychology • Philosophy • Parenting • Education • Technology • Photography • Problem Solving • Human Rights