

XIN TONG

+1 (626) 614-3286 | hellenxintong@gmail.com | LinkedIn | Portfolio

EDUCATION

University of Michigan - Ann Arbor
Master's, Information Science

Aug 2023 - May 2025
GPA: 4

Art Center College of Design
Bachelor's, Graphic Design

Aug 2019 - Apr 2023
GPA: 3.75

PROFESSIONAL EXPERIENCE

University of Michigan - Ann Arbor
UX Design Fellow

Ann Arbor, MI, USA
Sep 2024 - Present

- Designed and executed user/stakeholder research plans, facilitating the synthesis of data to inform design and development processes.
- Led UX research, product development, and iterative testing, significantly enhancing product viability and user satisfaction.
- Collaborated in brand development strategies and implemented go-to-market plans, enhancing brand positioning and market entry.

Sustainable Living Guide
UX/UI Design Intern

Remote
Jun 2024 - Nov 2024

- Redesigned the Sustainable Living Guide website, improving user experience through enhanced navigation and interface design.
- Spearheaded the Info Card Project, developing a scalable design system that significantly enhanced the accessibility and visual appeal of educational content.
- Boosted community interaction by aligning UX enhancements with organizational goals.

Harvest Fund Management
UX Design Intern

Remote
Aug 2023 - Nov 2023

- Enhanced the usability and functionality of internal Performance & Risk Management platform, boosting user satisfaction and operational efficiency.
- Applied user-centered design principles to streamline processes, enhancing productivity and reducing task completion times.

Tencent
Product Design Intern

Beijing, China
May 2023 - Aug 2023

- Designed the internal AIGC competition website, collaborating with engineering teams to facilitate the launch and management of two successful competitions.
- Conducted UX research, designed sitemaps, wireframes and first prototype of the Tencent AI product Platform.

Pasadena Public Health Department
Fellowship UX Designer

Pasadena, CA, USA
May 2022 - Dec 2022

- Designed a COVID-19 vaccine promotion campaign for the Pasadena Public Health Department, increasing community awareness and engagement.
- Conducted UX research, including interviews and surveys, and performed usability testing to enhance design effectiveness. Final design included physical marketing materials distributed to over 2,000 households and interactive activities at local events involving more than 100 families.

UNHCR, the UN Refugee Agency
Graphic Design Intern

New York, NY, USA
Apr 2021 - Oct 2021

- Assisted the UN design team in creating digital assets for the 2021 World Refugee Day, including posters, banners, flyers, and social media content, enhancing the event's online presence.
- Collaborated with Refugee Artist Hangama Amiri and the Twitter team to create the 2021 WRD Twitter emoji, increasing engagement and awareness on social media.
- Developed a series of GIFs for WRD in three different languages and launched them on various platforms, broadening the reach and inclusivity of the campaign.

PROJECTS & OUTSIDE EXPERIENCE

AirPlay by iGYM
Product Designer

Ann Arbor, MI, USA
Jan 2024 - Present

- Designed the UX & UI for iGYM – an inclusive AR(Augmented Reality) projector-based gaming system that engages people with disabilities in sports.
- [Link to project](#)

SKILLS

Design: Product Design, UI/UX Design, Interaction Design, UX Research, User Research, Wireframe, Prototyping, Usability Testing/Engineering, User Interface Design, Data Visualization, Agile, Graphic Design, Visual Design, Branding/Brand Strategy, Communications

Tools: Figma, Sketch, HTML/CSS, Python, JIRA, Adobe Creative Suite, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Canva, Asana, PowerPoint/Keynote/Slides

RECOGNITION

2023 Core77 Design Award
Student Runner Up in Social Impact
[Link to project](#)