

# Harry Lin XiZhuo

## UX Designer

### EXPERIENCE

#### User Experience Designer Contract / Ogilvy Health

Manhattan, NY | February 2023-Present

- Collaborating with Fashion, Animation and Exhibition designers to curate a physical and virtual (phygital) exhibition: The Unwearable Collection for Boehringer-Ingelheim
- Conducting user research of patients to gain insights that translate into storytelling through immersive AR&VR experience to raise awareness for Generalized Pustular Psoriasis (GPP)

#### User Experience Designer Intern / Handsome

Remote | February 2023-April 2023

- Developed a user-friendly web-based platform for Corner Cafe University, a nonprofit organization aiding parents and friends of individuals with IDD (Intellectual or developmental disability) in accessing job training resources
- Conducted extensive competitor analysis among similar organization and discovered the outstanding demand for employment opportunities for people with IDD, leading to the strategy to approach businesses for partnership

#### User Experience Designer Intern / Invivo Brands

Brooklyn, NY | May 2022- August 2022

- Collaborated with the engineering team to create 10 pages of web and mobile experience for TT Fields for healthcare professionals while following FDA guidelines
- Created wireframes on Figma and Hi-Fi interactive prototype using Protopie for a web-based experience, the design was selected by the client for further development with the engineer team
- Worked with the Product Manager to design social media news feature, using user research, wireframes and prototypes

#### User Experience Designer Intern / Universe

Manhattan, NY | December 2021- May 2022

- Helped the NFT Platform to secure \$100K investment from the NEAR Foundation by creating HI-FI prototype for product demonstration
- Conducted user research among artists and personal investors to identify two core features: non-crypto transaction and a social media news feature that a artist's social media followers from different platforms
- Worked with the Product Manager to design social media news feature, using user research, wireframes and prototypes

### EDUCATION

#### BFA in Advertising and Digital Design

Fashion Institute Of Technology | 2021- 2022

3.95 GPA Summa Cum Laude

Dean's List | FIT Metaverse Club President | Minor in Psychology, Art History and Creative Technology

#### Fall Semester Study Abroad

Leeds Arts University, Leeds, United Kingdom | Fall 2022

### Contacts

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### Technical Skills

Figma

Sketch

Protopie

Miro

Dynamic Branding

Motion Design

Adobe Creative Suite

HTML/CSS

Webflow

Unity Engine

Blender 3D Modeling

Proficient Microsoft Suite

### Industry Knowledge

User Research

Design Psychology

Wireframing

Prototyping

Mockup Design

Ecosystem Mapping

Design Principal

Typography

Photography

Design System

Journey Mapping

Interaction Design

Storyboarding

### Recognitions

Communication Arts 29th Interactive Product Design: Winner

D&AD Google Font HMCT New Blood Award 2022

Jerome L. Greene Foundation Global Designer Scholarship

FIT Presidential Scholar Program

NYS Excelsior Scholarship

George T. Dorsch Endowed Scholarship - Finalist