Xinyue Tao

UI/UX Designer

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EXPERIENCE

Product Design Intern
March 2024 - July 2024

ZhiYiXing | Nanjing, China

- Learned to assemble a **gateway**; Configured **IoT data**; Used various communication protocols to enable PLC **data uploads to the IoT platform**
- **Completed a project**: design and assembly of the equipment on display at the Shanghai exhibition, including connecting sensors, uploading PLC data to data service platforms via IoT devices, visualizing information and developing industrial models for error prediction

Industrial Design Intern
Jan 2023 - April 2023

Munchkin | Van Nuys, CA

- Engaged in all phases of the **product development lifecycle**, from research to production
- Conducted extensive product research and **prepared patent applications** for innovative designs
- Conceptualized, designed, and prototyped new products, ensuring functionality and market fit
- Led the design of **a captivating toy set and a practical, ergonomic baby carrier**, both of which enhanced the company's portfolio

Industrial Design Intern
Sep 2021 - Dec 2021

Qinbaobao | Hangzhou, China

- Contributed to the **product design process** in feeding products department for babies aged 0-3 years
- Conducted thorough **market research** to understand customer needs and preferences
- Gained a comprehensive understanding of **supply chain and manufacturing processes**
- Collaborated with the team to design and develop an innovative **sippy bottle and thermos** tailored to the target audience's needs

Product Design Intern
Jan 2021 - April 2021

Flextailgear | Shanghai, China

- Conducted competitive **product research and analysis** and performed **user research and interviews** to gain insights from outdoor sports enthusiasts
- Contributed to creating innovative and high-performance **pump designs** tailored to the specific demands of the target market

IN SCHOOL EXPERIENCE

Simpplr Dashboard
Aug 2024 - Dec 2024

Redesigning the Simpplr's user dashboard to better support the work tasks of End users

EDUCATION

Georgia Institute of Technology

MSc in Human Computer Interaction

August 2024 - May 2026

ArtCenter College of Design

BSc (Hons) in Product Design

Jan 2020 - August 2023

SKILLS

Software

Photoshop | Illustrator | InDesign | After Effects | Premiere Pro | Solidworks | Rhino | Fusion 360 | Keyshot | Figma | Sketch | Microsoft Office| Keynotes

Coding

HTML | CSS | JavaScript | PHP | Python | Machine Learning

Research

Interviews | Survey | Contextual Inquiry | Qualitative and Quantitative Research | Observation | Card-Sorting | Data Analysis | Usability Testing | Persona | User Journey Map | Affinity Map

Design

End-to-End Product Design | Interaction Flow Design | Design System Development | Visual Graphic Design | UI Wireframing | User Scenarios | Storyboarding | UI Architecture | Mockups | Prototyping | Information Architecture | Concept Sketching | CMF

RECOGNITION

Denhart Sustainability Prize, 1st Prize

Tres (Sustainable Makeup System)