

# CHUNXIAO LU

Senior Experience Designer

## DETAILS

### ADDRESS

Madison Heights  
United States

### PHONE

3133985367

### EMAIL

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## LINKS

[Portfolio](#)

[LinkedIn](#)

## SKILLS

User Experience Design

User Interface Design

Prototyping

User Testing

Product Design

Design Strategy

Market Research

Agile Project Management

## PROFILE

With over five years of experience and a Master's degree in Interaction Design, I developed a self-directed passion for continuous learning with a natural talent for simplifying complex concepts. These qualities have enabled me to master the HCD design process and research methodologies, develop keen industry insights, and excel in contextual innovation. As a result, I am able to iteratively optimize problem-solving solutions, contributing to both the realization of the company's vision and my personal growth.

## EMPLOYMENT HISTORY

### Senior Experience Designer, VMLY&R

Detroit

Aug 2020 — Present

- Collaborated with cross-functional teams and leveraged the HCD process to maximize the user experience for Intelligent Backup Power 1.0 while balancing technical feasibility and stakeholder needs.
- Utilized various research methodologies to identify pain points, define problems, and design solutions for multiple projects including Discover Your Ford, Wander Wheels, Energy Services, and some Lincoln projects.
- Innovated in the delivery of unique and future-proofed products, experiences and narratives, such as multi-channel scent sharing experiences and technology storytelling videos, which were developed into storytelling templates.

### Experience Design Intern, Alibaba Group

Hangzhou

May 2019 — Aug 2019

- Worked with development and product team on a daily basis to deliver new features.
- Assisted product team in migrating Rex B2B back-end system from version 1.0 to 2.0
- Delivered the design of the self-service checkout experience for the 2019 Taobao Maker's Festival

## HOBBIES

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- I have a database with more than 500 books I read since 2020 and weekly or biweekly book reviews
- My videos on social media have more than 1,000,000 views and more than 100,000 followers
- In one of the most popular online learning platform Dedao, I have 754 credits, 1630.1 hrs learning and 23 courses completed
- I can solve a 3\*3\*3 Rubik's cube in 1 min ;)

## UI&UX Designer, Weishe Design Studio

Shanghai

May 2015 — Aug 2017

- Managed 5-10 UI and UX design projects including food service websites, e-commerce, financial apps, architecture inspiration website, etc.
  - Delivered other projects including interactive packaging design, brand experience, illustration, etc.
  - Responsible for mentoring and training junior designers
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## EDUCATION

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### Master of Fine Arts, College for Creative Studies

Detroit

Sep 2017 — May 2020

Honor received:

- Excellence in Graduate Studies issued by the College for Creative Studies for having the highest GPA from the class of 2020
- Commendation issued by Creative Conscience design competition

### Bachelor of Fine Arts, University of Shanghai for Science and Technology

Shanghai

Sep 2011 — May 2015

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## COURSES

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### Mastering Customer Experience, Forrester

Mar 2022 — May 2022

### Develop Your Communication Skills and Interpersonal Influence, LinkedIn Learning

Feb 2023 — Mar 2023

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## REFERENCES

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References available upon request