

CHUNXIAO LU

Senior Experience Designer

DETAILS

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Madison Heights
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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

As a dedicated Senior Experience Designer, I excel at storytelling and strategic thinking to create compelling user experiences. My background in psychological research and customer experience design allows me to develop innovative solutions. With a natural talent for simplifying complex concepts and a self-motivated approach to learning, I am committed to pushing the boundaries of design and serving users effectively.

EMPLOYMENT HISTORY

Senior Experience Designer, VMLY&R

Detroit

Aug 2020 — Present

I worked as a user experience designer from 2020 to 2022 and started working as a customer experience designer in 2022. The followings are some of the main projects I worked on.

- Product Design: Intelligent Backup Power 1.0
- Customer Experience Research: Discover Your Ford
- Technology Narrative: StoryTech

Experience Design Intern, Alibaba Group

Hangzhou

May 2019 — Aug 2019

- POS B2B Back-end Interface 2.0 Design
- 2019 Taobao Maker Festival Self-checkout Experience Design

UI&UX Designer, Weishe Design Studio

Shanghai

May 2015 — Aug 2017

My work mainly focused on UI & UX design for websites, apps, e-commerce, etc. I also work on brand experience design such as Visual Identity System design, and packaging design.

EDUCATION

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 by Creative Conscience issued by Creative Conscience design competition

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

Shanghai

Sep 2011 — May 2015

COURSES

Mastering Customer Experience, Forrester

Mar 2022 — May 2023

Develop Your Communication Skills and Interpersonal Influence, LinkedIn Learning

Feb 2023 — Mar 2023