Xian Gu

xian.l.gu@gmail.com • 1 (248)766-0272 • LinkedIn @xiangu • Portfolio: solveforux.design

EXPERIENCE

UX Researcher II (contract), Facebook Reality Labs, Seattle   *Spring 2021—Current*

User-centered human factors and anthropomorphic mixed-methods research, remote and in-lab, for confidential novel hardware AR form factors in early development; stakeholder relationship-building and research delivery/discussions; vendor researcher management; secondary data analysis and desk research

UX Researcher (contract), Microsoft, greater Seattle   *Summer 2019—Spring 2021*

Generative problem-finding and evaluative problem-solving research partnering with dozens of product teams for a leading cloud-based AI machine learning platform across all lifecycle stages; study presentations and publications; UX advocacy and stakeholder education/coaching; honing internal team UXR processes

Lead UX Research Consultant (capstone), UCI and Technolutions, remote   *Spring 2020—Fall 2020*

Research strategy and implementation leading a 5-person team for a customized university admissions portal and underlying vendor technology; planning short- and long-term roadmap of changes for developer team

Data Collection Researcher II (contract), Amazon, Seattle   *Spring 2019—Summer 2019*

UX recruiting and participant management, large-volume data analysis and reporting, mobile lab operations and logistics, communications strategy, user research and targeting, and usability and heuristic consulting for an innovative confidential deep learning project iterating on a hardware-software prototype design

UX Consultant (freelance), Seattle and NYC   *Spring 2018—Fall 2019*

UX Researcher, A+E Networks, NYC   *Summer 2018—Winter 2018*

Co-founder and UX Lead, LocalVote, NYC   *Spring 2018—Fall 2018*

UX Researcher/Designer (contract), Young Audiences New York, NYC   *Spring 2018*

EDUCATION

Master of Human-Computer Interaction and Design, University of California, Irvine   *Class of 2020*

Focus in user research and usability; low-residency program

User Experience Research and Design Specialization Certificate, University of Michigan   *Summer 2019*

HCI for User Experience Design Certificate, Massachusetts Institute of Technology CSAIL   *Fall 2018*

Visual Design Certificate, General Assembly NYC   *Summer 2018*

User Experience Design Immersive Certificate, General Assembly NYC   *Spring 2018*

Data Analytics Certificate, General Assembly NYC   *Fall 2017*

Post-Graduate Research Fellowship, École Normale Supérieure de Lyon   *Fall 2011–Summer 2012*

Bachelor of Arts, Kalamazoo College   *Class of 2010*

Double major; graduated *cum laude;* senior thesis honors; Dean's List; merit scholarships

SKILLS

UXR: Interviewing, ethnographic study, contextual inquiry, focus groups, diary studies, surveys, card sorting, eye tracking, comparative/competitive analysis, heuristic evaluation, cognitive walkthroughs, concept testing, usability testing, A/B testing, tree testing; planning, recruiting, moderating, communicating, documenting, teaching UXR

UX process: affinity mapping, feature prioritization, user archetypes, personas, segmenting, user journey maps, task/user flows, sitemaps, wireframing, prototyping; hypothesis-driven framework, jobs to be done, Moneyball, business model canvas, scrum, agile, lean, sprint planning, project planning, iterative UX, responsive web

Tools: UserTesting, UserZoom, Optimal Workshop, Qualtrics, Mural, Miro, Respondent; InVision, Figma, Sketch

Technical: advanced Excel, VBA, SQL, Tableau, HTML, CSS, JavaScript, Google Analytics, JIRA, Azure DevOps

ACTIVITIES

Wikipedian, Wikipedia; dragon boat racing; Vipassana meditation; writing and blogging

AWARDS

Best Prototype, UX Mini Hackathon for Boostmyschool; Social Impact Award, Startup Weekend