Jeremy Xu

UX/UI designer, Graphic Designer

NYC

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Work Experience

Graphic / Product Designer │ New Land Capital

Oct 2023 - Now, New York

- Spearheaded New land capital website creation with streamlined CMS, saving significant time.
- Developed mobile version for adaptive user experience.
- Led SEO efforts, achieving a remarkable **109% website traffic increase** in 13 days.
- Currently driving modern and user-friendly designs for all company websites.
- Designed and built the Urban21 luxury apartment website independently within 2 weeks, ensuring a high-end user experience and aesthetic appeal.
- Managed cross-platform promotional material design.

Product / Visual Designer │ HireBeat

Sep 2022 - Sep 2023, NYC

- Revolutionized HireBeat's digital presence, overseeing branding, marketing, and UX/UI design.
- Influenced product strategy through in-depth user research, interviews, and surveys, guiding key decisions.
- Launched Hivespark, ranking as **3rd most popular on Product Hunt**, with **1,000+ users** in the first week and a **5-star rating**.
- Established a design system, **reducing** bottlenecks by **40%** and **accelerating product development by 20%**.

UX/UI Designer as a Freelancer │ SAM

Aug 2023, NYC

- Led the SAM Company's project to redesign their AI-driven drone website.
- **Managed a team** of three junior designers and fostered collaboration with clients and developers.
- Established a design system for consistency and user-centricity, optimizing the user experience.

Visual Design & Web Design Intern│ HDU23 LAB

May - Aug 2019, China

- **Received prestigious design awards**, including NY and Tokyo TDC, for Scientist Coffee's branding and visual system, solidifying brand recognition and market presence.
- Revitalized and optimized the company's website to deliver a remarkably improved user experience, boosting engagement and customer satisfaction.

Education

Master of Sustainable Design

New York School of Interior Design
2021 - 2022

Bachelor of Arts in Design

Macao Polytechnic University
2016 - 2021

Skills

Contextual Inquiry /Survey
Affinity Mapping /Card Sorting
/ Comparative Analysis / Persona
User Journey Mapping / Conceptual
Modeling / Storyboarding / Workflow
Information Architecture / Site Mapping /
Wire-framing / Prototyping / Interaction
Design / User Interface Design / Usability
Testing / Graphic Design

Design Tools

Figma
Sketch
Adobe XD/PS/AI/ID
Principle
Miro
Notion
DEVELOPMENT
HTML/CSS
JavaScript

Language Skills:

- English: Fluent
- Mandarin: Native
- Cantonese: Native