

# XIAOLEI QIN

xiaolei\_qin@outlook.com

Austin, TX

(919)-308-6189

## SUMMARY OF QUALIFICATION

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A developer-turned-designer who wants to bridge the gap between both worlds. A master's student in HCI and UX Design at UT Austin and a former Design Engineer at Visa with expertise in design systems, offering a strong foundation in user-centered design and practical implementation with strong visual design skills with Figma.

## EDUCATION

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**University of Texas at Austin**, Austin, TX

**M.S. Information Studies**, with a concentration on **HCI and UX Design**, expected May 2026

GPA: 3.89/4.0

**North Carolina State University**, Raleigh, NC

**B.S. Computer Science, minor in Art and Design**, May 2021

GPA: 3.44/4.0 (Dean's List)

## PROJECTS

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**Portfolio: [xiaoleiqin.com](https://xiaoleiqin.com)**

**Reddit Usability Research (Ongoing project)**

Spring 2025

- Identified 27 usability issues in the Reddit mobile app through heuristic evaluation
- Conducted 6 competitive analyses in Miro, comparing features of direct and indirect competitors like Quora and Discord
- Designed a screener and developed an interview script with 6+ tasks for usability testing on qualified participants

**Venus – A matchmaking mobile app (Ongoing project)**

Spring 2025

- Inspired by *Still Life with Silver and Gold Vessels, Fruit, and Flowers* by *Pierre Nicolas Huilliot*, designed a dating app emphasizing presence and meaningful connections over swiping
- Conducted user research, interviewed for competitor pain points, and developed a **story map** to inform design decisions. Created a mid-fi prototype in **Figma** with a streamlined user flow
- Developed a design system with 18 components in **Figma**, focusing on colors and typography to evoke a serious and intimate experience in the hi-fi prototype

**Bloom Co. – A Tea Company Website**

Fall 2024

- Conducted research and developed branding strategies to create a vibrant tea brand targeting Gen-Z consumers, promoting a healthier lifestyle through innovative product packaging.
- Designed multiple iterations of tea packaging using a **minimalistic and vibrant design system** to ensure a cohesive visual identity across various tea types.
- Developed an engaging **Figma prototype** for a tea company website, emphasizing a **user-friendly interface** and **visually appealing** design to showcase branding and product offerings effectively.

## PROFESSIONAL EXPERIENCE

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**Associate Design Engineer** at Visa Inc., Austin, TX

May 2022 - June 2024

- Spearheaded the creation and management as the lead engineer for Visa Design System React library–Nova, bridging the gap between designers and engineers to deliver seamless user experiences.
- Achieved industry-level accessibility (WCAG 2.1) compliance in collaboration with A11y researchers.
- Authored documentation of Nova in React and led tutorial sessions, resulting in a 50% time reduction in onboarding time for new developers globally.

## SKILLS

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**Design Tools:** Figma, FigJam, Mural, Miro, Adobe (Illustrator, Photoshop, Lightroom, After Effects), Unity

**UX:** User Interface Design, 2D Graphic Design, Interaction Design, Visual Design, Wireframes, Heuristic Evaluation, Prototyping, Usability Testing, User Research, Data Visualization.

**Programming Language:** HTML/CSS, JavaScript, Python, Typescript, Java, C, C++, C# and OpenGL

**Frameworks:** React, Angular, Vite, Astro, NextJS, REST, Express.js, Django, NodeJS, Microsoft Graph