

Celia Xu

UX/UI/Product Designer



604-352-2548



syceliaxu@gmail.com



www.celiaxu.com (password:0727)



www.linkedin.com/in/celiax/

EXPERIENCE

Pitstop

UX/UI Designer | May, 2023 - Present

- Work closely with CTO and engineers to improve the user flows and interface design for the predictive fleet maintenance product, received positive reviews from users.
- Collect feedbacks from client interviews, analyze usability issues such as multilayered window and propose new design ideas to meet user needs to the management platform.

ICOM.AI (Konect.ai)

UX/UI Designer | Aug, 2022 - Jan, 2023

- Mentored junior designers, as the UX/UI designer for Konect.ai and EvrDrive to modify design logic for different user groups, redesigned the design system and product interfaces.
- Collaborated with international team to improve the product feature flows of automotive AI products and satisfy the needs of different types of users. Successfully promoted the products to the US market for dealers and online buyers.

Upwork

UX/UI Designer | Aug, 2021 - Aug, 2022

- Designed interface for new features of D3 Security's cyber security platform.
- Cooperated the development team to improve the user experience of the client's products, which help client to manage their network security more effectively.
- Wrote and sorted out design documents to the product tutorial and made it more familiar to the users.

YouLive Marketing

Graphic Designer & Marketing Coordinator | Aug, 2020 - Aug, 2021

- Designed creatives, print ads and advertorial to attract potential real estate buyers.
- Facilitated technical team to design the mockup and prototype for company website. Enhanced bilateral communication between client and the company, which improved market presence of the business
- Improved the user experience of the company's mobile product (YouLive.ca)
- Led in work flow strategy meetings across internal/external projects, increased product exposure and clicks by 12%.

Evolve X

Project lead & Lead UI/UX Designer | Mar, 2020 - Aug, 2020

UI/UX Designer | Jan, 2020 - Mar, 2020

- Designed logos, branding guidelines/identity and related application across mobile and website platform. (ex. Imaginere, Yuri, R Project)
- Supervised team members with projects, proposed interface design for clients and stakeholders.
- Utilized graphic documents (sketch, wireframe, user flows, high-fidelity prototype and user testing) to provide client with the superior design solutions.

SKILLS

Figma

Zeplin

Adobe Creative Suite

Miro

Axure

Jira/Trello/Asana

HTML/CSS

UX/UI Design

Product Design

Web Design

Mobile Design

User Research

Usability Testing

Interaction Design

Graphic Design

Digital Marketing Design

EDUCATION

Simon Fraser University

Bachelor of Arts

Major in Interactive Arts +

Technology

2015 - 2019

British Columbia

Institute of Technology

Advanced Certificate

Forensic Investigation:

Crime and Intelligence

Analysis

2025 - Present