

Bingyu Xie

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Education

The University of Washington, Seattle, WA Aug 2024
Master of Communication in Digital Media. Specialization in UX Design.

School of the Art Institute of Chicago, Chicago, IL May 2020
Master of Fine Arts, Art and Technology. Specialization in HCI Design.

School of Visual Arts, New York, NY May 2017
Bachelor of Fine Arts, Design and Mixed Media.

Academic Projects

Class Project Lead: UX Strategies–University of Washington; Seattle, WA
Focus on user research, usability testing, interface design. | Aug. 2022–Present

- Designed and conducted user research and usability studies of Amazon Prime Wardrobe services.
- Collaborated with classmates to develop an iteration of Ulta Beauty’s website in Figma by establishing test objectives with a focus on the user-centered experience.

UX Bootcamp–Springboard UIUX Design Program; Remote
Focus on information architecture, wireframing, prototyping, testing and design. | Apr. 2022–Present

- Mastered skills in principles and methodologies of user interface design, implementation, evaluation, and persuasive and anticipatory design.
- Independently designed, prototyped, and established useful test objectives for two iOS applications.

Work Experience

GAMER Lab–Information School of the University of Washington; Seattle, WA
User Research Assistant | Feb 2021-Feb 2022

- Collaborated with research team of location-based AR game, Ingress, and evaluated users' performance and experiences related to the ethical issues of gameplay.
- Analyzed and categorized users' experience and ethical stance in consequentialism, deontology, or virtue ethics with qualitative coding methods, to better incorporate user experience into gameplay.

China Academy of Art Institute of Media and Interaction Design; Hangzhou, China
Visiting Fellow | Aug 2021-Jan 2022

- Mentored 30+ undergraduate students weekly to assist their augmented reality thesis projects, including visual asset creation, game engine instruction, and demonstration.
- Prepared and designed a semester-long undergraduate elective course on augmented reality interaction design.

Realization Lab, University of Illinois; Chicago, IL
Research Assistant | Aug 2020-May 2021

- Participated in visual assets development, content modifications, interaction design, and implementation in Unity for the collaborative project, the History of VR, an educational experience for Mexico City Children’s Museum.
- Conducted the digital space for the interactive portion of the History of VR, which will be presented as a site-specific exhibition and an online web XR platform in different languages.

School of the Art Institute of Chicago; Chicago, IL
VR Teaching Assistant | Aug 2019- May 2020

- Responsible for undergraduate students’ technical support with Unity 3D, and introduced extra curriculum content including game assets, C# scripting, Maya, and scanning.
- Helped students develop and critique their concepts and content for three VR courses.

NetEase Hangzhou, China
Technical Artist Intern | Jun 2019-Aug 2019

- Created animations through the physical engine, particle system, and Mecanim in Unity; responsible for primary shader effects and post-processing effects.
- Prototyped VR/AR advertisements, and implemented the project for commercial events.

Skills

- Figma, Adobe Photoshop, Illustrator, and Unity 2D/3D, MAYA, Blender, Zbrush.
- User-centered research and human-centered interaction design.
- Able to implement visual elements with aesthetic solid sensibility.
- Collaboration and communication skills across interdisciplinary environments.
- Critical thinking and strategic problem-solving skills.