

# 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.

### **Springboard, UX/UI Design Program** Apr 2023

Certificate in UX and UI design, completion of 4 in-depth projects.

### **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.

- 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.

- Collaborated with the back-end engineering team of the B2B product of Sofvie Inc. Worked closely with stakeholders to integrate the back-end database to design and user flow of the front-end.
- Designed the iteration of a tablet dashboard, designed and built a design system with a sustainability approach.

## 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.