

# Yincao (Nadia) Xu

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**Cross-functional, multidisciplinary, detail-oriented Senior UX/Product Designer with 4+ years of experience in creating intuitive and impactful user experiences for tech-driven companies.**  
**Balancing business needs with art, design and tech.**

## EDUCATION

**Pace University, Seidenberg School of Computer Science and Information Systems** New York, NY  
Master of Science (M.S.) in Human Centered Design May 2024

**School of Visual Arts** New York, NY  
Master of Fine Arts (M.F.A.) in Illustration as Visual Essay May 2021

**Shanghai University of Finance and Economics** Shanghai, China  
Bachelor of Arts (B.A.) in Business English May 2019

## SKILLS

**UX/Product Design:** Market Research | User Research | Survey & Interviewing | User Journey, User Flow & User Persona Creation | Site Mapping | Wireframing & Prototyping | Hi-Fi Creation | Design System Maintenance | Storytelling | UI Design | Branding Design | Graphic Design | Illustration

**Software:** Figma | Sketch | Qualtrics | NVivo | Adobe Creative Suite | Procreate | Final Cut Pro

## PROFESSIONAL EXPERIENCE

**Designity Inc** New York, NY  
Senior User Experience Designer June 2021 – Now

- Led end-to-end user experience design projects and marketing campaigns, encompassing UX research, site mapping, user flow analysis, UI design, and marketing collateral creation, with project timelines ranging from 2 months to ongoing yearly engagements in various types of products such as B2B/B2C E-commercial, SaaS, etc.
- Collaborated closely with both the Designity design team and clients' internal teams to deliver responsive web and mobile experiences for various products on a daily or weekly basis across 6-8 projects in a fast-paced, agile, and communicative environment.
- Worked with notable clients, including:
  - Atlanticus: A holding company that specializes in providing credit cards through its subsidiaries; major rebranding project, UX design for on-board web experience, and ongoing marketing campaigns
  - Kapitus: Loan and insurance company based in New York; rebranding, webpage UX overhaul, and ongoing marketing campaigns
  - Marriott: Internal material design system rebranding & updating over 1 year.
  - CAQH: CORE mobile/tablet application UI design, reaching approximately 1 million users.
  - Midland Industries: B2B/B2C web E-commerce UX & UI design, leading to approximately 21.4% increase on web traffics.

**Pace University, Seidenberg School of Computer Science and Information Systems** New York, NY  
User Experience Design Research Assistant January 2023 – May 2024

- Participated in the Medical Smart Glass Project led by Program Director Zhan Zhang, funded by the National Science Foundation (NSF); Developed and iterated Medical Smart Glass prototypes and communication applications for hospital and emergency medical services.
- Designed usability testing protocols, interview guides, and survey questionnaires for multiple rounds of testing.
- Led usability testing and user interviews across both online and in-person formats, including a 3-day on-site simulation testing, organizing and analyzing hundreds of hours of user data inform subsequent prototype iterations.
- Developed key feature changes which Increased user satisfaction rate by approximately 30% in following usability testing sessions.
- Co-wrote and published academic papers based on the findings, which were accepted by international journals.

**Mercer**

Business Consulting Intern

Shanghai, China

March 2019 – August 2019

- Conducted research and compiled data for daily reports on industries such as internet finance, ride-sharing, and new energy vehicles to support senior consultants in understanding clients' background and industry landscapes.
- Organized client data using Excel and created visualizations, including charts and illustrations in PowerPoint, to effectively convey Mercer's strategic insights.

**ACADEMIC PUBLICATION**

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Zhang Z, Bai E, Xu Y, Stepanian A, Kutzin J, Adelgais K, Ozkaynak M

A Smart Glass Telemedicine Application for Prehospital Communication: User-Centered Design Study

J Med Internet Res 2024;26:e53157

URL: <https://www.jmir.org/2024/1/e53157>

Bai, E., Zhang, Z., Xu, Y. et al.

Enhancing prehospital decision-making: exploring user needs and design considerations for clinical decision support systems.

BMC Med Inform Decis Mak 25, 31 (2025).

URL: <https://doi.org/10.1186/s12911-024-02844-1>**LANGUAGE**

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Native Chinese | Fluent English