

Yincao (Nadia) Xu

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Cross-functional, multidisciplinary, detail-oriented Senior UX/Product Designer with proven 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:
 - Bridgewater: UX/UI and web design for its newest internal AI workflow streamline application.
 - 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 Shanghai, China
Business Consulting Intern 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

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

Native Chinese | Fluent English