

Alex Xu

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Professional summary

I am a UI/UX design engineering student with 4 years of experience owning visual branding, product design, and information architecture systems building. I leverage deep user research and iterative prototyping to deliver intuitive user experiences across platforms using Figma, code, and Adobe.

Education

Cognitive Science specializing in Interaction Design w/ minor in Computer Science, Sep 2022 - June 2026

University of California - San Diego, San Diego

3.9 GPA

Experience

Experience Design Intern, Jun 2025 - Sep 2025

Arity, an Allstate company

Supported design work across Arity's Insurance, Mobility Intelligence, and Marketing Solutions segments:

- Designed a **service blueprint** and **recommendation report** that streamlined cross-team handoff and collaboration.
- **Iterated** on UI designs in **Figma** to integrate new and more flexible bidding algorithms into the Marketing Platform
- Revamped the Routely **Pattern Library**, updating typography, iOS/Android/native components, and icons
- Built Color and Typography pages in **Storybook** using **JSX, MDX, and React** to improve developer adoption.
- Conducted **competitive analysis** of Mobility data platforms to inform data visualization and product positioning.

Lead Visual Designer, Jun 2024 - Nov 2024

Design for San Diego, The Design Lab @UCSD

Owned visual design for Design for San Diego, establishing a **clear brand** for the design challenge:

- Owned all web design **end-to-end** for the site; typography, color, iconography and layout
- Ensured a seamless handoff to SWEs by creating **high-fidelity prototypes** and mockups for all website features
- Won the Design Lead role by presenting my designs to stakeholders, out of **4** different designers
- Received a record **56** total submissions to the design challenge through the website
- Evangelized human-centered design practices for working professionals at the **World Design Policy Conference**

UX Designer, Jun 2024 - Sep 2024

Youth Futures Movement

Owned UX design for redesigning the home page, creating an experience representative of the organization:

- Surveyed **45** users and interviewed **4** of them, identifying **3 pain points** and **2 unmet user needs**
- Created **user flows** and **site maps** that clarified our information architecture and work delegation
- Conducted market research on **5** competitors, identifying opportunities for our website to take advantage of
- Transformed stakeholder ideas into a unified **brand guideline** for future projects using **Figma** and **Adobe Illustrator**
- Designed and built the website using **Readymag**, implementing a **Google Maps API** onto the home page
- Increased user satisfaction by **90%** and user task success rate by **10%**

Skills

Prototyping, User Research, Brand Strategy, Design Thinking, Low to High Fidelity Wireframes, Usability Testing, Design Systems, Interaction Design, UI/UX Design, Visual Design, Information Architecture, Accessibility, **Tools:** Figma, Photoshop, Illustrator, Indesign, Webflow, **Code:** Java, Javascript, React Native, HTML/CSS, C++

