

Qixuan Hu

UX Designer

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Experience

Rubrik DESIGN SYSTEM INTERN

Jun - Sep 2024

- Collaborated with cross-functional teams, including PMs, UX designers, writers, and engineers, to design a project checklist webpage, enhancing the onboarding process; contributed to IA and high-fi prototype development.
- Redesigned web layout and content to enhance readability, visual sustainability, and consistency, resulting in a more informative and visually appealing experience.
- Collaborated with developers to design a feedback feature for Rubrik design system website's launch.

IDEO DESIGN INTERN

Jun - Sep 2023

- Led visual system design, converting research content into compelling visuals with icons, illustrations, and posters, elevating user research engagement and soliciting valuable user feedback.
- Engaged in product innovation strategies process, conducted qualitative research via user interviews and focus groups, leveraging consumer insights to uncover design opportunities.

Leo Burnett ASSOCIATE ART DIRECTOR

Nov 2022 - May 2023

- As lead execution designer, contributed to the end-to-end creative process, from brainstorming, sketching, KV poster design, and shooting art direction.
- Collaborated with the Creative Director, illustrator, and photographer to successfully deliver a Children's Day ad campaign for McDonald's, exceeding sales expectations.

GTB WPP ASSOCIATE ART DIRECTOR

Jun 2021 - Oct 2022

- Adapted layout guidelines, fonts, colors, and other elements for the localization design of Ford's global Visual Identity System in the Chinese market, ensuring brand consistency and message uniformity.
- Won the Tecno SEA ad pitch as a key member by incorporating Gen Z user preference into creative strategy, Contributing from brainstorming to design execution.

Academic Project

BMW x SCAD PRO UX DESIGNER

Jan - Mar 2024

- Collaborated with theme entertainment designers, animators, and motion artists to enhance BMW brand user experience.
- Designed surveys to obtain behavioral and psychological preferences of Gen Z users, analyzed 100+ data and designed Gen Z user persona reports.
- Designed high-fi prototypes and user flows for multi-device interfaces in the space interaction installation.

Education

SCAD

MFA Service Design
Sep 2023-May 2025

Tongji University

BA Visual Design
Sep 2016-July 2021

Skills

DESIGN

Service Design
UI/UX Design
Graphic Design
Illustration
Motion Design
Html/CSS

SOFTWARE

Figma
Photoshop
Illustrator
After Effects
Premier
C4D