

## DAITO DESIGN DESIGN STRATEGIST

Austin, TX | Aug 2018 - present

Onsite process research (user interviews, observations) to gather data for proof of concept to propose complete digitization initiative with a potential 10+ yr timeline

Designed an Excel calculator with input/output variables to easily analyze 48 different economic scenarios if digitization strategy were to be employed; reported on the profitability of each (up to \$30+ million in net project benefit for conservative estimates)

Worked with team of researchers and designers to finalize report to plant innovation team; awarded new contract heavily due to calculator

## FREELANCE DESIGNER

Austin, TX | Mar 2018 - present

Rethink and improve on the workflow experience of a platform that aims to automate tedious workpaper matching. Senior Product Designer role: *Contract Simply, on Austin's Top 50 Startups to Watch*

Heuristic and usability review and redesign of existing screens for a predictive Alzheimer's risk factors app; design investor decks; employed healthcare specialist to aid with technical aspects and intuition behind screen designs: *Aprihealth Inc.*

Planned, designed, and painted 7' x 6' indoor office wall mural for a startup accelerator's entertainment space: *Quake Capital*

## SLIDE UX ASSOCIATE UX DESIGNER

Austin, TX | Mar 2018 - Aug 2018

Helped develop a research plan to increase conversion rates and improve navigation on the homepage; conducted and analyzed user interviews: *St. Edwards University*

Synthesized hypotheses for heavy user dropoff rates and led user interviews to evaluate hypotheses; suggested updated visuals and delivered new desktop, mobile, and tablet UI straight to client: *DesignerInc.*

Illustrated graphics to send to animation; concepted and mocked up final bid for an updated news page: *ICF International*

## TANDEM STUDIO CO-FOUNDER & DIRECTOR

Austin, TX | Sept 2017 - May 2018

Founded student-run design agency focused on delivering affordable and professional design services to student organizations and startups, nonprofits, and small businesses

Developed project management system using Trello, Slack, and Square to ensure quality consistency, client retention, and designer satisfaction

Led weekly critiques, strategy brainstorming sessions, and client pitches, as well as led design execution for longer projects.

*Notable clientele includes: Ranch Hand Food Truck, Elite Sweets, Genesis Program, UT Women's Health Center, SocialWithin, Texas Sleep Medicine, Austin Speech Labs*

## TEXAS CONVERGENT DESIGN LEAD

Austin, TX | Aug 2017 - present

Created a unique design curriculum and brand identity for UT's first interdisciplinary technology incubator and presented to 100+ prospective members

Led team of designers, analysts, and developers to develop an improved multi-sided iOS/Android application for *University of Texas Parking & Transportation (SURE Walk)*

## PWC TRANSACTIONS ADVISORY INTERN

New York, NY | Jan 2018 - Mar 2018

Utilized Microsoft Excel, PowerPivot, PowerQuery, and Data Analysis Expressions (DAX) to organize, analyze, and visualize large data files

Helped build comprehensive data packs for involved parties in order to communicate financial stading of large companies; parced through target or seller companies' financial statements and identify discrepancies or unexpected trends to build towards a normalized EBITDA for up to \$4 billion deals

# annie xue

## data-driven design strategist, visual/ interaction designer

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## UNIVERISTY OF TEXAS AT AUSTIN

Design Strategies Certificate  
Spring 2019

B.B.A. in Accounting  
Fall 2018

## RELEVANT COURSEWORK

Interaction Design

Sketching for Design  
Thinking and Concepts

*argodesign*: Making Real  
World Design

*IBM*: Advanced Design  
Thinking Studio

*McKinsey & Co.*: Quantitative  
Design Studio

Introduction to Prototyping

## TOOLS & SKILLS

Illustrator

Sketch, InvisionStudio, Figma  
Procreate

Invision

Zeplin

HTML/CSS

Microsoft Excel

PowerPivot/PowerQuery

## AWARDS & HONORS

*MLH HackTX Hackathon*  
2018, Second Place

*TX Convergent Demo Day*  
2018, Best Overall

*McCombs Forging The Future*  
2017, Winner

*University Honors*  
2015, 2016, 2017

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