

Xinyi Han

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EDUCATION

- **Parsons School of Design** New York, USA
Master of Fine Art - Design and Technology; GPA: 3.64/4.0 *Aug 2018 - Jun 2020*
Courses: Narrative Dynamic Systems, Creative Computing Lab, Interactive Design for Museums, Data as Material, Data Visualization, Digital Fabrication, Tech Media Democracy, Speculative Science for Design Fiction, Col-lab: Tech and Performance
Thesis Studio: "My friends are my power station": A poetic installation about loneliness in big cities.
- **Donghua University** Shanghai, China
Bachelor of Engineering - Industrial Design; GPA: 3.82/4.0 *Sep 2014 - Jun 2018*
Courses: Project Development and Growth, Product Design, C Language, Advanced Mathematics
Honors and Awards: Outstanding graduates, Donghua University - 2018 • Outstanding Student Scholarship, Donghua University - 2017 • National Scholarship, Ministry of Education- 2016 • First Prize of Tianji Social Scholarship, Excellent Learning Award- August, 2015

SKILLS SUMMARY

- **Design:** UI/UX Design, Data Visualization, Rapid Prototyping, Storytelling, Information Structure, Projection Mapping
- **Business:** Social Media, Client Relations, Data-driven Content Strategy, Competitive Analysis, Branding, A/B Testing
- **Tools:** Figma, Sketch, Adobe Suite, Arduino, Unity, Node.js, Mad Mapper, Zeplin, Miro, ProtoPie, HTML/CSS

EXPERIENCE

- **Fashion KOL - 200K followers** Online
Personal Branding: Xiao Han Student Reports *May 2021 - present*
 - **Influencer:** Created the Xiaohongshu account *Xiao Han Student Reports*, gained over 200k followers in 2 years, specializing in daily fashion and style sharing. Collaborated with various brands to launch products, including Adidas, Uniqlo, Vans, etc. Earned a commercial return of about 100,000 USD.
 - **Overall Strategy:** Analyzed top accounts, defined my account position as *Everyday Life as a Fashion Runway*. Targeted working & after-work scenario, utilized the everyday scene of *elevator* and *supermarket* as a symbolic template background setting, result in gaining 10k fans within 1 week.
 - **Data-Driven Content Iteration:** Engaged in a creation process that includes data-driven analysis of popular topics on the platform, research on fashion trends, development of outfit ideas, selection of scene settings, and writing of commercial.
 - **Business Model:** Bridged the gap between business and customer, promoting products for top fashion brands. My income stems from my share of advertising revenue, platform incentives, and my own personal clothing brand, *Normwear*.
- **Bytedance, Tik Tok China - Food Delivery** Shanghai, China
User Experience Designer (Full-time) *Dec 2022 - Sep 2023*
 - **Food Delivery Web & APP for Merchants:** Designed the commodity management and order management feature.
 - **Marketing Strategy:** Launched *Order first, then delivery* strategy, encouraging customers to place order by short videos in advance before placing a delivery order. Boosted order volume to 300% higher than other food delivery platforms.
 - **Delivery-rider Dispatch System Design:** Designed a dispatch system that combines AI and manual work. Led cross-functional project team to conduct on-site user testing and built a data dashboard to optimize workflows during peak periods, resulting in a 20% reduction in average delivery time.
- **Alibaba, Taobao - E-Commerce Merchants** Hangzhou, China
User Experience Designer (Full-time) *Jun 2020 - Dec 2022*
 - **Problem-solving Chat Bot for Merchants:** Designed a tree-based decision information structure to guide user interactions, shortened user flow, taking on a daily 200,000 consultation volume, achieving a resolution rate of over 80%.
 - **Globalization Design Strategy:** Defined a flexible design framework, adapting products such as Ali Express, Lazada, for globalization in over 20 different countries including US, Europe, South.
- **Tik Tok (musical.ly) - Global Short Video App** Shanghai, China
Creative Designer (Intern) *Jun 2017 - Aug 2018*
 - **Multi-Regional Design for User Growth:** Created design materials for over 20 localized versions in collaboration with cross-cultural-region teams, contributing to Musical.ly's achieving top rankings in multiple app stores.
 - **Creator Data-feedback Template:** Designed digital weekly reports template, providing weekly trends and personal data-feedback for content creators.

“My friends are my power station”

Aug 2018 - Jun 2020

Thesis project in Parsons. A poetic digital installation about loneliness in big cities.—Technical Artists

This installation employs a large number of units of spinning wire, with statements about intimate relationships projected onto the spinning surfaces. These words, and the battery units that propel them, form a poetic, subtle, and interactive understanding of loneliness and transience. By making loneliness more visible, and shared in a public platform, this work also aims to send a central message to viewers: you are not alone.

Interactive Design for Brooklyn Museum

Oct 2018 - Dec 2018

An on-site course group project for local museum—Designer, (group of 4)

This project is aim for providing digital transformation solutions for traditional museums. We chose the Brooklyn Museum, a local cultural hub in New York. The core concept of this project is the emphasis of experiential learning through museum tour, bringing back the idea “museum is a combination of space and communication”. We upgraded the holistic flow of visitors’ tour. We added different gamified interactive experience at each floor according to each-floor’s the theme and exhibits in order to enhance visitors’ engagement. . We believe that the best way of learning is by experience.

Delivery-rider Dispatch System Design

Apr 2023 - Jun 2023

A project in Tik Tok China, a dispatch dashboard for food delivery stations —UX Designer

A dashboard designed for managers at takeaway delivery stations to allocate delivery resources. Promoting takeaway food through short videos on social media has led to significant spikes in delivery orders on Tik Tok China. I led cross-functional project team to conduct on-site user testing. Designed a dispatch system that combines AI and manual efforts. Build a data dashboard to optimize workflows during peak periods, resulting in a 20% reduction in average delivery time.

Globalization Design Strategy for Web-base Product

Aug 2022 - Oct 2022

A project at Alibaba, a design framework for global website —UX Designer

Alibaba is an e-commerce platform serving over 20 regions globally including Ali Express, Lazada.. Our products require a unified development approach to adapt to localized operations and multiple languages in various countries. Therefore, our web design needs a flexible design strategy to ensure a comprehensive product experience.

Social Media Campaign Marketing Strategy for “MAIA ACTIVE”

Feb 2023 - Aug2023

Product promotion on the social media platform Xiaohongshu (Little Red Book) —KOL

Collaborated with the designer sportswear brand Maia Active on multiple campaigns, launching several successful product promotions. Witnessed the brand’s evolution into an emerging favorite among female consumers. I identified a new demand among women for athletic wear that integrates with the rhythm of daily life, blending into everyday casual outfits, not just for fitness. Consequently, I set the scenes in representative locations like ‘supermarkets,’ ‘urban street views,’ and ‘cycling,’ capturing leisure-style pairings that blur the lines between sportswear and everyday wear. The post successfully garnered 5,000 interactions.