

JASMINE XIE

UIUX | ILLUSTRATION | MOTION GRAPHICS

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ABOUT ME

As a UI/UX designer

I consider myself empathetic, which helps with my curiosity in exploring people's emotions and thoughts towards things.

I enjoy thinking about why things happen, how things happen, and it brings me great joy when I'm able to utilise that and stand in another's shoes to help them through - even before they realised they needed it.

SKILLS

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe AfterEffects

Figma
Sketch
InVision

Digital Illustration
Traditional Illustration

EDUCATION

Parsons School of Design

August 2015 - May 2019
Design & Technology Major
Communication Design Minor

Designfirst

September 2014 - March 2015
Commercial Design Diploma Course

WORK EXPERIENCE

August 2022 - Present

Colper Ltd. *Lead Product Designer, UI/UX Designer*

Developed a design system and brand guideline for Colper's digital coupon product. Took the lead of user research and product design decisions. Worked with stakeholders and developers to meet targets. Helped coach and guide interns and junior designers on other projects (GUMP, Amuro, KaChick).

July 2020 - June 2022

ST Engineering INFA Systems Ltd. *Product Designer, UI Specialist*

Helped to develop a comprehensive design system for various interfaces and functions of HKFSD's 4th Generation Mobilising System (4GMS). Visualised user requirements through userflow, wireframes, mock-ups, and prototypes. Worked closely with system specialists and developers to create intuitive user experience for IT solutions.

March 2020 - April 2020

BloomMe *UI/UX Intern*

Worked on user journey, persona, user research, user analysis, entity mapping, and product design to help develop a B2B product. Helped with user interviews and analysis on pain points.

November 2018 - May 2019

Stark Design *Graphic Design Intern*

Worked with the design team to design logos, websites, Interfaces, graphical assets, pitch decks, and prototypes.

February 2018 - May 2018

Sous Le Manteau *Graphic Design Intern*

Worked on packaging designs for perfume bottles, posters, website, and adversarial booklets. Researched on location based visual preferences to help with development of brand guidelines.

April 2015 - Present

Freelance *UI/UX, Illustration, Motion Graphics, Branding*

Focused on helping start-ups and individuals with diversified design works that fit their needs.