

Xinyue Song

Product Designer

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U.S. Permanent Resident

Working Experience

2018 Summer

Creative Team Intern

Bluefocus Communication Group | Shanghai, China

Bluefocus is one of the most recognized communications services group in China. The company provides marketing and brand management services.

- Support the creative team to work on a project for Oreo's middle autumn festival online advertisement. I worked with the team to brainstorm, ideation and design the visual images.
- Participated in the video shooting process for Oreo advertisement.

2018 Summer

Product Team Intern

Bluefocus Communication Group | Shanghai, China

- Work with the project team to create a proposal for the traditional skincare company in shanghai called Meijiajin.
- Generate the concept and visual ideas to promote the new lipsticks through the design process includes research, brainstorm, ideation, and iterate.
- Collaborate with the creative team to finalize the visual.

2017 Summer

Design Sprint

Johnson & Johnson | Shanghai, China

An American company that is specialized in Consumer Health Products, Medical Devices and Pharmaceutical Products. Over 100 years history.

- A one-week intensive design project for Neutrogena Makeup remover marketing campaign. Start with research and lockdown to the target user.
- I interviewed the college student on campus to look for the pain point. Brainstorm and ideation with the team.
- Created a short video focusing on the two beauty of women for promoting the makeup remover product. I worked on the storyboard and video editing.

Education

2017-2020

California College of the Arts | San Francisco, CA

MFA Interaction Design

2012-2016

University of Washington | Seattle, WA

BA Economics

Award

2020 August

Adobe Creative Jam |

Professional+Oxfam America

- An 3 day professional designer competition for creating app on the theme value of transaction.
- Teach for Hope | Finalist Team
Our team created the app prototype that selected to the finalist.

Skillsets

- Interaction Design (Information Analysis, User Flows, Wireframes, Usability Testing, User Interface, Prototyping)
- Design Research (User Research, Ethnography, Empathy Map)
- Interactive Prototypes
- Physical Interactive Installations
- Video Production (Video Shooting, Editing, Basic Aftereffects)

Tools/Software

Sketch/Adobe XD/Principle

Adobe Suits (Photoshop, Illustrator, Adobe InDesign, Adobe After Effects, Adobe Premiere)

Final Cut Pro X

Processing/Arduino

Microsoft Office (Word, Excel, PowerPoint)

Keynote