

Xian Wu

UX RESEARCHER

Greater Baltimore

☎ (+1)803-397-6526 | ✉ xianwu1230@gmail.com | 🌐 <https://xianwuux.morethanaresu.me> | 🌐 xianwuux

Education

PhD — Human Computer Interaction

Columbia, SC

UNIVERSITY OF SOUTH CAROLINA

Professional Summary

Experienced UX Researcher with 8+ years leading end-to-end custom primary research across healthcare, logistics, and technology. Expert in qualitative and quantitative methods, including in-depth interviews, focus groups, usability testing, surveys, and concept testing. Skilled in identifying user behaviors and attitudes, synthesizing findings into strategic narratives, and influencing product strategy. Proven success collaborating across design, engineering, product, and business teams to drive human-centered solutions. Comfortable working in fast-paced, ambiguous environments with a commitment to high-quality, rigorous research.

Experience

Freelance

Remote

UX DESIGNER

Sep. 2023 - Current

- Designed and executed custom primary research, including in-depth interviews, usability testing, and survey analysis, increasing user engagement by 5% for a mobile carrier.
- Delivered findings through strategic narratives that informed web and mobile design decisions. Collaborated cross-functionally with business and product teams to align user needs with business goals.

Maersk

Jersey City, NJ

SENIOR UX RESEARCHER

Sep. 2022 - May. 2023

- Led research for international shipping tools; conducted surveys, A/B tests, focus groups, and usability testing to identify pain points and evaluate designs.
- Presented data-driven insights and strategic recommendations that contributed to a 2% subscriber growth.
- Managed multiple research priorities in a dynamic environment and worked closely with cross-functional teams.

SVT Robotics

Norfolk, VA

SENIOR UX RESEARCHER

Aug. 2021 - Jul. 2022

- Conducted 100+ hours of user interviews, concept testing, and usability sessions, leading to a 20% improvement in product usability.
- Created process flows, wireframes, and prototypes in Figma; translated business requirements into design specifications.
- Partnered with developers to deliver solutions from concept to release.

University of Georgia

Athens, GA

UX RESEARCHER/PROJECT MANAGER

Mar. 2020 - Jul. 2021

- Managed two clinical trials focused on older adults using qualitative methods such as focus groups, interviews, and concept testing.
- Developed digital applications and learning tools tailored for older adults, focusing on cognitive accessibility.
- CSpearheaded a robot-assisted music therapy project, applying HCI principles to improve cognitive outcomes.

Boeing

North Charleston, SC

UX DESIGNER

Oct. 2018 - Feb. 2020

- Conducted field studies, usability testing, and interviews with shop floor workers to inform mobile tool development
- Delivered a solution that improved shim measurement efficiency by 30%.
- Advocated for user-centered design and mentored cross-functional engineering teams..