

# Sijia Xiao

Information Visualization · UX Design · UX Research

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## EXPERIENCE

### Graduate Research Assistant @ Georgia Tech

01/2018 - present | Atlanta, GA

*Visualizing transportation trajectory of human trafficking to reveal criminal activities*

- Conduct literature review and competitive analysis
- Design the visualization system and implement the front end
- Negotiate with the police and NGOs for iterative design

### UX Designer Intern @ Amazon

10/2016 - 02/2017 | Beijing, China

*Deal of the Day - a module that provides daily sales promotions*

- Redesigned mobile shopping interface to adapt to Chinese customers' shopping behavior for Black Friday peak shopping season
- Conducted survey on 100 Amazon internal employees to gain feedback
- Improved the Click-Through Rate by 8% on Black Friday

*Discover channel - columns for freelancers to recommend products*

- Redesigned mobile layout to enhance browsing experience
- Redesigned back-end uploading platform to improve usability

### UX Research Assistant @ Design Lab, UC San Diego

06/2016 - 08/2016 | San Diego, CA

*Consensus - A visualization system to help people reach consensus in group discussions*

- Conducted literature review and competitive analysis on related systems
- Designed the visualization and implemented the system front-end with D3/JavaScript
- Ran the focus group, interviews and survey in pilot study
- Analyzed and summarized the qualitative data in a paper accepted by CSCW and ACM TSC

### UX Research Assistant @ HCI Group, Tsinghua University

09/2015 - 07/2017 | Beijing, China

*CEPT-Collaborative Editing and Polishing Tool for sharing of language knowledge*

- Designed and implemented the system front-end
- Ran field study in English classes in Tsinghua University for evaluative assessment
- Conducted follow-up interviews and survey with students

## SELECTED PROJECTS

### Enhance shopping experience of AmazonFresh

Redesigned Amazon website and mobile app to enhance produce shopping experience by leveraging users' trust. My responsibilities included design, interview, survey, qualitative coding and usability testing.

### Mirror

Designed a mobile app to help young adults learn financial literacy through self-reflection. My responsibilities included design, interview, survey, competitive analysis and usability testing.

## EDUCATION

### M.S. in Human-Computer Interaction

08/2017 - 05/2019 | Atlanta, GA

Georgia Institute of Technology

### B.S. in Computer Science

09/2013 - 07/2017 | Beijing, China

Peking University

## PUBLICATIONS

ConsensusUs: Visualizing Points of Disagreement for Multi-Criteria Collaborative Decision Making.

*Narges Mahyar, Weichen Liu, Sijia Xiao, Jacob Browne, Ming Yang, Steven P. Dow*

CSCW 2017, accepted [See paper](#)

ConsensusUs: Supporting Multi-Criteria Group Decisions by Visualizing Points of Disagreement.

*Weichen Liu, Sijia Xiao, Jacob Browne, Ming Yang, Steven P. Dow*

ACM Transactions on Social Computing(TSC), accepted Will be presented on CHI 2018 [See paper](#)

## SKILLS

### Design

Sketch

Adobe CC

Framer.js

Balsamiq

Axure

Invision

### Research

Qualitative coding

Contextual inquiry

Usability testing

Competitive analysis

Literature review

Quantitative coding

### Programming

JavaScript / D3

HTML / CSS

C / C++

Python

Arduino

SAS / SPSS