



# Wandi Xu

Senior User Experience Designer

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 614-329-3395

## / EXPERIENCE

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### Amazon

Jun 2025 - Present

#### UX Designer II

Evolving the design system for AI-Powered multimodal experiences.

### JPMorgan Chase

Sep 2023 - May 2025

#### Senior UX Designer

Redesigning universal messaging components and frameworks in collaboration with research and content teams.

Leading an initiative to create a pattern library within the Manhattan Design System (MDS) by standardizing JPMorgan Chase's digital UX patterns.

Serving as a panelist in internal design consultations to ensure consistency across user experiences.

Designed and assisted in the release of the Chase.com Web Account Dashboard which served 90+MM Chase users.

### Purpose Financial

Feb 2022 - Sep 2023

#### UX Designer

Designed solutions for the new lending platform, Advance America PWA, to enhance the online user experience and bridge omni-channel gaps.

Collaborated with cross-functional teams to translate user needs and business requirements into features and functionalities, validating designs through usability testing and analysis.

Communicated design concepts effectively to stakeholders and co-led design governance strategies.

Led initiatives to establish the company's first design system, successfully integrating it across multiple product lines.

### Karuka Consulting

Oct 2021 - Dec 2021

#### UX Intern

Conducted research opportunities for the desktop SaaS platform, K|C Analytical. Redefined user flows and design wireframes and prototypes for the homepage.

### Freelance

Jan 2019 - Apr 2021

#### Graphic Designer

Assisted in design decisions for small businesses and startups, creating designs and concepts for software splash screens, logos, brand identities, and more.

### D-Hospitality

Sep 2017 - Mar 2018

#### Interior Designer

Led the design-to-documentation for chain hotel projects. Created and presented mood boards, material samples, and concept diagrams to clients. Collaborated with stakeholders, construction managers, architects, and brand owners on design proposals.

## / EDUCATION

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### Bachelor of Science

Jan 2013 - May 2017

#### The Ohio State University

Interior Design Major. Dean's list 2013 - 2017. Cum Laude. TEDxOhioStateUniversity - Design Community.

### UX Design Certificate

Jun 2021 - Dec 2021

#### Springboard

Completion of 700+ hours of hands-on course material and 3 in-depth portfolio projects.

## / SKILLS

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UX Design, UI Design, Design System, Design Thinking, Information Architecture, Journey Mapping, Storyboarding, Prototyping, Wireframes, Native Mobile, Competitive Analysis, Usability Testing, User Interviews, Figma, Illustrator, Photoshop, Basic HTML, CSS, and JavaScript, Learning Fundamentals of AI/ML