

FAYE XU

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SKILLS

Design

Visual Design
User Experience
Responsive Design
Mobile Apps
Art Direction
Rapid Prototyping
Information Architecture
Typography

Tools

Sketch
Zeplin
Photoshop
Illustrator
Figma
Principle
Invision
Axure
InDesign

INTRODUCTION

UI/UX Designer based in Los Angeles with 10 years of experience creating impactful digital products. Committed to delivering purposeful designs that delight the user with their simplicity and beauty. I'm currently looking for the next team I can be a part of to help create exciting and meaningful products.

EXPERIENCE

21st Century Fox | Los Angeles, CA

Senior Art Director – Fox 04.17 – 08.19
Art Director – Fox Sports 04.13 – 04.17
Senior Designer – Fox Sports 10.11 – 04.13

Joined the team as the second designer and helped it grow to a group of 14 over a span of 8 years. Led the original design and multiple redesigns of several core products as well as numerous other projects. In 2015, Fox Sports Digital Design was featured on the main stage of Adobe MAX. I was interviewed alongside two others on my team.

Notable Projects

Fox Sports App¹
Fox Sports Go
FoxSports.com
Fox+ Purchase Flow
Football Game Trax
UFC Fight Trax
Fanhood
Sports Logo System

Platforms

iOS, Android
iOS, Android, Web
Web
Web
Web
Web
iPhone, Android Phone
iOS, Android, Web

Role

UX, UI, Art Direction
UX, UI, Art Direction
UX, UI, Art Direction
UX, UI
UX, UI
UX, UI
UX, UI, Branding
Asset Creation & Management

¹2018 Communication Arts Interactive Competition Shortlist, 2018 #1 in category on iOS and Android app stores

DIRECTV | El Segundo, CA

Senior Interface Designer 05.10 – 10.11
Interface Designer 05.08 – 05.10

Designed and prepared graphics for DIRECTV's interactive TV applications and mobile/tablet devices. Managed all set-top-box UI assets and channel logos.

Notable Projects

NFL Sunday Ticket¹
DVR Scheduler²
Channel Logos
Set-Top-Box UI
DIRECTV On Demand
TV Apps / Social TV
Interactive Sports Apps

Platforms

PS3, STB, Mobile, Tablet
Android, Palm, Blackberry
Set-Top-Box, Mobile, Tablet
Set-Top-Box
Set-Top-Box
Set-Top-Box
Set-Top-Box

Role

UX/UI (PS3), Production
UI, Production
Production, Asset Management
Production, Asset Management
Visual Design
Visual Design, Production
Production

¹2011 Sports Emmy Award for Outstanding New Approaches – Sports Event Coverage

²2009 Mobile Excellence Award for Best Mobile Application, 2010 Mobile Excellence Award for Best Mobile Application

EDUCATION

University of Southern California

Bachelor of Arts, Graphic Design, GPA: 3.5
USC Resident Honors Program
USC Deans Scholarship