Yu Xi *(Xixi)* Ng

(336) 847-1852
ngyuxi@gmail.com
ngyuxi.com

EDUCATION

University of North Carolina at Chapel Hill — Hussman School of Journalism and Media — May 2026

B.A. in Psychology and Media and Journalism · GPA 3.728 · Graduated with Distinction

Interface & research coursework: UX Strategy and Design · UX Design and Usability · Foundations of & Intermediate Interactive Media · Emerging Technologies · Practical Web Design and Development · Foundations of Graphic Design · Research Methods in Psychology · Cognitive Psychology · Statistical Principles of Psychological Research · Tools for Information Literacy

Yonsei University — Yonsei International Summer School — Summer 2024

Study abroad coursework in graphic design foundations.

PROFESSIONAL EXPERIENCE

Phison Enterprise — UI/UX Design Intern, Full-Time — Aug 2026 – Aug 2027

- Apply user-centered design across digital projects, gathering and synthesizing user and stakeholder needs and translating findings into information architecture, user flows, wireframes, interactive prototypes, and production-ready interfaces.
- Evaluate designs through research, usability feedback, and iteration while collaborating with marketing and cross-functional teams to balance user needs, technical constraints, content strategy, and brand requirements.

Phison Enterprise — UI/UX Design Intern — Summer 2025

- Led the end-to-end research and redesign of PhisonBlog.com, using stakeholder and user interviews, competitive analysis of industry blogs, accessibility evaluation, and UI/UX heuristics to identify and prioritize usability and content-discovery problems.
- Synthesized research into personas and journey maps, then translated insights into responsive wireframes and interactive desktop/mobile prototypes; conducted usability testing (N=10), incorporated findings across three design iterations, and prepared implementation documentation for developers.

SELECTED UX RESEARCH & DESIGN PROJECTS

Senior Capstone — Media Hub Website Redesign — Web Manager & Lead UI/UX Designer — Jan – May 2026

- Conducted UX research for a proposed site redesign — competitive analysis, stakeholder and user interviews, wireframes, and visual boards — and implemented incremental visual design updates (typography, color, and hierarchy) to improve readability and cohesion within the constraints of the site's legacy WordPress architecture.
- As Web Manager, published and maintained 60+ multimedia student stories (print, audio, video, graphics, and photography) over the semester, coordinating with student contributors to ensure content was properly formatted before publishing.

App Team Carolina @ UNC — UI/UX Designer, Cupboard Carolina — Jan 2025 – May 2026

- Collaborated with designers, iOS engineers, web developers, and product managers to research and design an application for UNC's campus food pantry staff, translating client interviews and operational workflows into user-centered product experiences.
- Conducted recurring client interviews and workflow testing, then used feedback and design critiques to iteratively refine user flows, wireframes, and prototypes for implementation.

App Team Carolina @ UNC — UI/UX Academy & Apprenticeship — Jan – Dec 2024

- Completed applied training spanning the full UX process: user research, research synthesis, information architecture, interaction design, usability evaluation, wireframing, prototyping, visual design, and Figma.

LEADERSHIP & ACTIVITIES

Chinese Undergraduate Student Association (CUSA) @ UNC — Aug 2022 – May 2026

Advanced through First-Year Representative, Co-Cultural Chair, and Publicity Chair; managed website and digital communications and led cultural programming for 400+ participants.

Unicorn K-Pop Dance Team @ UNC — Publicity Chair & Member — Aug 2023 – May 2026

Managed social, email, and YouTube content; filmed and edited media and performed at university events.

Girls Who Code @ UNC — Outreach Committee — Jan – May 2024

Supported campus outreach and community-building efforts expanding participation for women and nonbinary students in computing.

SKILLS & ADDITIONAL BACKGROUND

Technical	HTML, CSS, JavaScript, SFTP, web/server setup	**Design Tools**	Figma, Adobe Photoshop, Illustrator, Premiere Pro, Procreate
Languages	English, Mandarin Chinese, Hokkien	**Additional**	Third-Degree Black Belt