

# 陶雪纯

## 用户体验分析师

拥有 4 年 UI/UX 企业（B2B）设计经验，对于通过提高用户体验推动业务发展充满热情。目前作为一名用户体验分析师在花旗银行负责投行交易员与销售雇员体验以及内部信用风险管控业务。作为50+开发团队中唯一设计师，磨练出色的多任务处理，快速设计，解决问题和跨职能沟通的技能，保持在敏捷开发节奏中与用户高质量互动和交付设计成果。

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### 工作经历

#### 花旗银行 Citi

上海，2021.09 - 至今

高级用户体验分析师 (C10)

交易对手信用风险管控 (WCR)

- 建立“三道防线”自动化监控框架，规范系统内部审计以符合监管，增强跨部门沟通，持续监控交易对手，减少潜在信用风险
- 通过用户访谈对风险管控流程进行迭代，加快产品集成，保持花旗品牌一致性，提升用户体验
- 对需求快速理解并快速制作原型，提升设计师话语权，显著提高开发还原度，并交付超出用户预期产品

证券服务客户管理 (Securities Services)

- 从0到1设计并上线9+客户管理系统，加快数据自动化，包括信息可视化，订单流程，审批流程，客户预警系统等
- 负责相关系统的迭代更新，与开发团队协调交付排期，以维护一致的用户行为和体验

跨市场客户关系管理 (Service, Markets, Banking)

- 为30k+跨市场销售员，交易员，研究员以及CEO Office 提供CRM扩展服务，包括会议动态，销售绩效，客户入职体验等
- 适配手机UI，优化复杂列表和表格数据展示，以及账户创建流程，提供便捷的用户使用体验

#### NOWHERE 工作室

上海，2020.07-2020.12

设计助理

- NIKE Shanghai 001 - LEBRON 18: 与Unity团队改进投篮游戏的动态视觉设计，吸引用户以提高品牌创新力
- Seed Plaza - Smart Urban Social Space: 互动和视觉设计提案“模块化游戏”被采纳应用，并落实设计细节

### 教育经历

#### 伦敦大学金史密斯学院

2019.10 - 2021.07

艺术学硕士，以卓越成绩 (Distinction) 毕业于交互设计专业 (QS20)

#### 南京邮电大学

2015.09 - 2019.07

艺术学学士，以优秀毕业生（专业第一）的成绩毕业于数字媒体艺术专业

### 获奖经历

意大利 A'Design — 铜奖 ( <u>Thermal Sense</u> 车内热感)	2025
TITAN 美国泰坦创新大奖 — 金奖 ( <u>Thermal Sense</u> 车内热感)	2024
纽约产品设计奖 — 银奖 ( <u>Tie-Dye Revival</u> 扎染复兴)	2024
花旗年度 “Succeed Together” — 银奖	2024
花旗年度 “Succeed Together” — 铜奖	2023

### 专利

外观设计专利 (CN 202030329919.1)	2020
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### 证书

产品经理国际资格认证 (NPDP)	2024
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### 技能

方法论

- 用户调研 定性研究，用户访谈，实地调研，人种学研究，定量研究，问卷调查
- 产品设计 人物画像，用户流程地图，故事板，A/B测试，可用性测试
- 项目管理 Agile 敏捷开发，设计冲刺, Lean 精益设计, Storytelling 故事营销

软件和工具

- 视觉传达 Illustration, Photoshop, XD, Sketch, Figma
- 动态/交互设计 Proto.io, After Effects, Keynote
- 信息可视化 Power BI, Tableau, Excel
- 开发 Arduino, Chrome Dev Tool, HTML, CSS
- 3D建模 Rhinoceros, Keyshots, Blender
- 视频剪辑 After Effects, Audition, Premier Pro
- AI ChatGPT, Midjourney, DALL-E, Canva

# XUECHUN TAO

UI/UX Product Designer

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Enterprise UX designer with 4 years in B2B environments, passionate about using user experience to drive business impact. Currently a UX Analyst at Citi, improving workflows for investment banking traders, sales teams, and internal credit-risk processes. As the sole designer on a 50+ developer team, I excel at multitasking, rapid prototyping, problem-solving, and cross-functional communication—delivering user-focused designs efficiently within agile sprints.

EXPERIENCE	<b>Citi Bank</b>	Sep 2021 - Present
	User Experience Analyst	
	Counterparty Credit Risk Control	
	<ul style="list-style-type: none"><li>Designed an automated monitoring framework to standardize internal audit workflows, mitigate counterparty credit risk</li><li>Conducted user research to optimize risk control processes, ensuring brand consistency and improving user experience</li><li>Rapidly translated complex requirements into wireframes and prototypes, delivering high-fidelity solutions ahead of schedule</li></ul>	
	Securities Services	
	<ul style="list-style-type: none"><li>Led the design and launch of 9+ client management tools, automating data workflows including order, approval, alert systems</li><li>Oversaw design iterations for key systems and collaborated with developers to align delivery timelines</li></ul>	
	Cross-Market Client Relationship Management	
	<ul style="list-style-type: none"><li>Delivered CRM for 30K+ users including sales, traders, and CEO Office—covering meetings, dashboards, and onboarding flows</li><li>Adapted complex data tables for mobile use and streamlined account creation, improving overall usability and engagement</li></ul>	
	<b>Studio NOWHERE</b>	Jul 2020 - Oct 2020
	Design Assistant	
	<ul style="list-style-type: none"><li><a href="#">NIKE LEBRON 18 Campaign</a>: Work with the Unity team to enhance real-time motion design for basketball game installation</li><li>Seed Plaza – Smart Urban Social Space: Proposed and implemented an interactive concept, “Modular Play”</li></ul>	

EDUCATION	<b>Goldsmiths, University of London</b>	Oct 2019 - Aug 2021
	Master of Arts, Interaction Design, with Distinction	
	<b>Nanjing University of Posts and Telecommunications</b>	Sep 2015 - Jul 2019
	Bachelor of Arts, Digital Media Arts, with Outstanding Graduates (Ranked First)	

AWARDS	A' Design Award - Bronze Award ( <a href="#">Thermal Sense</a> )	2025
	TITAN Innovation Award - Gold Award ( <a href="#">Thermal Sense</a> )	2024
	New York Product Design - Silver Award ( <a href="#">Tie-Dye Revival</a> )	2024
	Citi Gratitude - “Succeed Together” Silver Award	2024
	Citi Gratitude - “Succeed Together” Bronze Award	2023

PATENT	Design Patent (CN 202030329919.1)	2020
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CERTIFICATE	New Product Development Professional (pdma)	2024
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SKILLS	<b>Methodologies</b>	
	HCI	IA, User Flow, Personas, Storyboard, Card Sorting, User & Usability test
	UX Research	Qualitative & Quantitative Research, Survey, User Interview, Field Research, Case Study
	Project / Team Management	Agile, Scrum, Design Sprints, Lean UX, White Boarding, Brainstorming, Storytelling
	<b>Tools &amp; Softwares</b>	
	UI & Visual Design	Illustration, Photoshop, XD, Sketch, Figma
	Motion & Prototyping	Proto.io, Principle, Framer, Invision, After Effects, Keynote
	Data Visualization	Power BI, Tableau, Excel
	Technology	Arduino, Chrome Dev Tool, HTML, CSS
	3D Modelling	Rhinoceros, Keyshots, Blender, Dora
	Video Effects	After Effects, Audition, Premier Pro