



Dipl.-Des. **Xinyi He**  
UX Designer

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I have 2 years of working experience in UX design. I am a fast learner who quickly adapts to new challenges, and a dependable team player with a strong problem-solving mindset.  
My German and English are at Professional Proficiency, and Chinese is my native language.

#### Skills:

UX and UI Design, Product design, User research, User Personas & Journeys, Survey Design & Analysis, Usability testing, Visual design, Design thinking, Interaction design, Prototyping, Workshop Facilitation, Stakeholder management, Data visualisation, Product strategy, Product management, Lean UX & Agile UX.

#### Tools:

Figma, Maze, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Experience Manager), Rhino, Keyshot, HTML/CSS Basic, Midjourney, DALL·E, Stable Diffusion, Hardware/Software Prototyping, Coding

## Work Experience

### BMW Group

UX/UI Designer &  
UX Researcher

Diplom(Master) Thesis  
Jul. 2024 – Feb. 2025

- **Qualitative & Quantitative Research:** Conducted a systematic study on GenAI and Trust using expert interviews and a bilingual (EN/DE) survey, applying validated methodologies to gather cross-national UX insights and inform trust-centered AI design.
- **Prototyping & Interaction Design:** Created comprehensive UX guidelines and built interactive low- to high-fidelity prototypes. Applied UX principles to improve GenAI trust perception, ensuring the interface supported user decision-making in complex production environments.
- **Usability Testing & Data Collection:** Led usability testing with key users in the U.S. and end users from multiple BMW factories in Germany. Captured behavioral & verbal data to refine chatbot interactions and align design decisions with real user needs and operational conditions.
- **Synthesis & Stakeholder Communication:** Delivered a structured GenAI-UX framework and presented results to five departments for integration into BMW's AI platform and design system.

### BMW Group

UX/UI Designer  
Internship

Nov. 2023 – May 2024

- **UX Strategy in Industrial Environments:** Supported the "Shopfloor Digital" transformation initiative to improve production UX and digital factory workflows across departments.
- **Cross-cultural Collaboration & Coordination:** Managed cooperation with three vendors and led UX/UI alignment with BBA-BMW China across functions and time zones.
- **Usability Testing & Chatbot Optimization:** Planned and ran two rounds of 11 usability tests for the internal GenAI chatbot "Factory Genius," optimizing chatflows based on user behavior.
- **Agile Prototyping & Design Sprint Leadership:** Collaborated with engineers in an agile setup, led two cross-functional design sprints, redesigned the UI, and delivered hi-fidelity prototypes.

### Designit GmbH

UX/UI Designer  
Internship

Jan. 2023 – Jul. 2023

- **Information Architecture & Portal Redesign:** Contributed to the Roche Fachportal redesign, improving content structure and navigation to enhance information findability and user flow.
- **Usability Testing & Conversion Improvement:** Supported five rounds of usability testing and independently designed the registration flow UI, resulting in increased conversion rates.
- **Agile Content Workflow & Implementation:** Managed and executed agile content workflows in close collaboration with developers, using AEM and Jira for efficient content delivery.

## Education

2016 – 2017  
South China University of  
Technology

Industrial Design

2018 – 2025  
Kunsthochschule Kassel

Industrial & System Design  
(Diplom/Master Degree)

## Honors

- UNIKAT - 1st Place - Ideenwettbewerb 2022
- HNA Feature, 2022 – Interviewed & Published
- German Education Minister Visit, 2023  
– Sole Student Representative Speaker
- Documenta 15, 2023  
– Exhibited in "100 Ideas for the World of Tomorrow"