

FEI XIE

🔗 My Portfolio

🌐 <https://github.com/faysoserious>

✉️ faysoseriou@gmail.com

☎️ +4550113194

🌐 LinkedIn_FEIXIE

📍 Fælledvej 14a, 3 th, 2200, København N, Denmark



PERSONAL PROFILE

As an enthusiastic digital media engineer, I aspire to utilize my skillset to craft empathic, inclusive and meaningful products for people. Adapting to a dynamic environment quickly, I enjoy being in an agile environment where I constantly seek feedback, share ideas and exchange knowledge with others. I am looking for ways to optimize my workflow all the time.

EXPERIENCE

Campaign Specialist

Wunderman Thompson MAP - Marketing Operation

📅 Sep. 2021 - Present

📍 Denmark

- Implement day-to-day email marketing campaigns and push notifications using Salesforce Marketing Cloud. Build effective target audiences and segments to drive engagement and revenue performance. Execute A/B tests and personalised elements to drive performance lift.
- Test HTML changes in email validation services to confirm adjustments display correctly. Engage in SFMC Content Builder to apply HTML adjustments. Carry out QAs across email clients and devices to ensure flawless experience for customers.
- Constantly looking for new ways to optimize the workflow and keep consistency within the team to ensure alignment with clients' standards, business priorities and tight deadlines.

EDUCATION

Msc in Digital Media Engineering - Technical University of Denmark (DTU)

📅 Sep. 2016 - Sep. 2019

📍 Lyngby, Denmark

Master Thesis: Learning cross-lingual embeddings for an AI conversational audiologist chatbot

- Discovered usability issues and user frustrations through heuristic evaluation. Researched and prioritized research opportunities.
- Ideated user interactions through user journey mapping. Modelled conversation flows and collected domain-specific data. Analyzed user-generated data by machine learning model and mapped the findings into hearing aid adjustment patterns.

Designing and implementing self-tracking app Hydration

📅 Feb 2018 -- May 2018

- Sketched wireframes and created interfaces prototypes of user inputs, feedback, and notifications, along with visualizing time-serial data. Conducted qualitative and quantitative tests to evaluate the design for visualization of personal data.
- Combined factorial experiments to analysis the data collected from A/B testing. Translated the result into design guidance.

Experimental design: Investigate reading speed by eye-tracking device

- Defined the research problem and designed a factorial experiment. Set up the experiment environment using Python and connected with the eye-tracking toolkit.
- Analyzed eye-tracking data using Excel and SPSS, performed repeated measure ANOVA for gaining insight into user interaction with websites.

BEng in Radio and TV Engineering - Communication University of

China (CUC)

📅 Sep. 2012 - July 2016

📍 Beijing, China

SKILLS

</> Programming

HTML

CSS

Javascript

Python

Pandas

SQLite

I'd be happy to learn new technologies.

👤 Design

User-Certered Design

Design Thinking

Responsive web design

Usability testing

Adobe XD

Figma

STRENGTHS

User-centered

Empathy

Eye for detail

Strategic thinking

LANGUAGES

English (Proficient)

Mandarin (Native)

EXTRACURRICULARS

Digital Trust Challenge

📅 15 Mar. - 21 Mar. 2021

Applied Design Thinking process to optimize Sustainably Cool Service in SEA. Articulated the designing goals with a cross disciplinary diverse team.

Hacking Habits - Dansic'19 Idea Lab for sustainable travel

📅 4th Mar. 2019

📍 Copenhagen

Applied Lean UX methodology to develop the solution that encourage people prioritize sustainability in traveling. Designed and Implemented landing pages to validate unique values propositions. Collected users respond to design and gathered feedback from project stakeholders.

HOBBIES

🍷 Travel, cook and explore authentic food.

📺 Produce digital content to share my culture with others.