Tian Xu

UI/UX & Web Designer

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Markham, ON · Open to remote roles

UI/UX designer and frontend developer with 9+ years of experience across insurance, B2B software and CMS websites. I connect information architecture, Figma design and responsive development to build clear interfaces for websites and internal tools.

Jul 2023 – Present

UI/UX Web Designer

Davies North America, Markham, ON

Designed and built the ParioQuantify bilingual revamp across **191 CMS records and nine templates**, with the connected site staged for review.

Led a **three-month UX redesign** of an internal work order dashboard, bringing priority, ownership and next actions together. Designed mobile task cards and contextual chat with product and IT teams.

Design and build responsive websites across Pario, ParioQuantify and ClaimsPro.

Oct 2020 – Jun 2023

Web Designer

Lone Wolf Technologies, Markham, ON

Designed, built and maintained B2B real estate software websites, including responsive WordPress pages and reusable homepage, product and landing-page sections.

Created email templates and campaign creative, built calendar integrations, and partnered with marketing and SEO teams on CMS updates and analytics-informed improvements.

2016 – 2020

Earlier Experience

Tera-Giga / Navinovo / EasyPEI

Project Manager at Tera-Giga and part-time Web and Application Developer at Navinovo and EasyPEI. Designed and developed WordPress and Shopify websites, plugins, payment integrations and multilingual sites.

Skills

UX & PRODUCT DESIGN

User flows, information architecture, wireframes, prototypes, interaction design.

DESIGN SYSTEMS

Component libraries, variants, design tokens, reusable patterns, style guidelines.

FRONTEND & CMS

HTML, CSS, Tailwind CSS, JavaScript, jQuery, Razor, WordPress, Shopify, bilingual CMS delivery.

MARKETING & GROWTH

Landing pages, email templates, campaign creative, SEO and analytics collaboration.

ACCESSIBILITY & QUALITY

WCAG practices, responsive QA, cross-browser compatibility, content validation.

TOOLS & PLATFORMS

Figma, Illustrator, Photoshop, Marketo, Google Analytics, SEMrush, Screaming Frog.

Education

2015 – 2018

Bachelor of Arts
University of Prince Edward Island

Selected work

Work order dashboard ↗
ParioQuantify website ↗
Lone Wolf marketing websites ↗