



TAI XIANGKAI

Senior UX Designer

MY WEBSITE

<https://www.taixk.com>

KEY SKILL: UX/UI Design, Wireframing (Figma, Adobe), Front-End Development (HTML/CSS/JS), SEO Optimization

WORK EXPERIENCE

01.2024– Present **Full-stack & Product Designer**
Afore Italia S.R.L. , Rome I Italy

As an active Designer and Developer I specialize in creating intuitive, user-centric digital experiences tailored for the e-commerce field in the renewable industry.

- Designed and developed the company's multilingual website (**afore.it**) from scratch, creating a responsive platform aligned with brand guidelines and accessibility standards (WCAG 2.1).
- Built and maintained a scalable design system in Figma, implementing Variants, Design Tokens, and Component Libraries to ensure visual consistency across digital and print assets.
- Collaborated with engineers and marketing teams to standardize UI components for web, exhibition, and media materials, optimizing workflow and reducing design time by **30%**.
- Produced brochures, social media visuals, and event materials for international exhibitions in Rimini, Munich, Madrid, and Lyon, strengthening brand visibility across Europe.

08.2022– 01.2023 **UX/UI Design Intern**
Nintendo of Europe, Frankfurt am Main I Germany

As a dynamic Website UX Designer with a proven track record of enhancing user engagement and satisfaction across diverse sectors.

- Contributed to Nintendo's web design system across Europe, developing and documenting interface components using Figma Design Tokens, Variants, and shared libraries for cross-platform use.
- Improved mobile accessibility and consistency across **28+ European markets** through responsive UI refinements, following WCAG and ARIA guidelines.
- Collaborated with product managers, developers, and designers across Europe and Japan to align design principles and localization standards.
- Conducted analytics reviews (Google Analytics, Hotjar) that increased **mobile user engagement by 80%**.

04.2021– 08.2021 **UX Researcher Assistant**

Livework Studio, Rotterdam I Netherlands

Collaborated with a team of students at a service design agency to produce a published article, titled <Integrating Service and Autonomous Design>.

- Collaborated with a multidisciplinary service design team to publish **Integrating Service and Autonomous Design**, exploring user-centered innovation.
- Conducted qualitative and quantitative analysis, synthesized research findings from 30 + user sessions into visual reports and user-flow diagrams.
- Strengthened ability to translate complex data into accessible visuals and narratives, supporting evidence-based and inclusive communication design.

01.2019– 08.2020 **Interior Designer**

Shanghai Jiayong Construction & Decoration Co., Ltd, Shanghai I China

Worked as an Interior Designer and communicated with clients to design unique living spaces in Shanghai.

- Designed spatial layouts and 3D visualizations (Rhino, 3Ds Max, SketchUp, V-Ray) for 10+ residential and commercial projects totaling **over 4,000 m²**.
- Delivered presentations that improved client decision efficiency by 25% and built a strong foundation in visual composition and storytelling later applied to digital design.

CONTACT

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EDUCATION

Politecnico di Milano
2020–2023 QS98

M.Sc Product Service System Design
Service design, design methodologies, user research, trend forecasting, interaction design

Bauhaus-Universität Weimar Erasmus+

2022–2022 M.A Produktdesign
Product-service systems, user experience, usability, CAD design, applied statistics.

Nuova Accademia di Belle Arti Milano 110 e Lode/110

2017–2018 B.A Design
Interior design, real-world projects focusing on creative and functional design solutions

Shanghai Polytechnic University

2014–2018 Environment Design
Spatial planning, design execution, and user-centric thinking, AutoCAD, 3D modeling

LANGUAGE

Chinese – Native
English – Fluent C1
Italiano – Fluent B2
Deutsche – Good B1

INTERESTS

Language learning
Chess