

Contact

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www.linkedin.com/in/zhuozhuo
(LinkedIn)

Top Skills

Teaching

Statistics

Team Building

Languages

English (Professional Working)

Mandarin (Native or Bilingual)

Certifications

Introduction to Big Data

Honors-Awards

Highest Award of National Chinese
Watercolor Painting Competition

Outstanding Artistic Works
Scholarship

Third Prize of National
Extracurricular Academic Science
and Technology Competition

University of Pennsylvania Graduate
Fellowship

Publications

Self-construal priming selectively
modulates the scope of visual
attention

China's sentencing procedure and
psychological personality

Joy Liu

UX Researcher at Google via Crowdstaffing
Sunnyvale, California

Summary

liujoy.com

Experience

JobHax

User Experience Designer (Part-time)

May 2019 - Present

San Francisco Bay Area

Investigated the usability issues in CUJs of the web app product; created and launched the redesign with the PM, engineers and the marketing lead for
jobhax.com

Google

User Experience Researcher (Contract)

March 2019 - Present

1. Led the rapid study initiative at Google Store (hardware) on 15 eCommerce-related research topics including promotion, membership, consultation, delivery, etc.
2. Conducted foundational research and tactic studies (e.g., usability tests, card sorting, co-design, participatory design) on 150+ users (1 hour/user)
3. Created prototypes and testing materials by Sketch/Photoshop; created posters to present summary findings at Google Store All Hands to leaderships
4. Proposed actionable recommendations and followed up on implementing

BitTiger

Customer Experience Specialist

February 2017 - December 2018 (1 year 11 months)

San Francisco Bay Area

1. Created user journey of attending the online 3-month Bootcamp; designed service programs and increased the user's retention by ~25%
2. Created wireframes for learning management system 2.0 and services pages

3. Operated Big Data Engineer course, UX designer course, Product Manager course, Business Analyst course, and Data Scientist course (customer services and project management)

Khan Academy

Intern

June 2016 - December 2016 (7 months)

Coordinated content localization projects in ~30 languages

Education

International Technological University (ITU)

Master of Science - MS, Digital Arts (Concentration: UX/UI) · (2019 - 2020)

University of Pennsylvania

M.S.Ed., Interdisciplinary Studies in Human Development · (2014 - 2016)

Tsinghua University

B.S., Psychology · (2010 - 2014)

University of California, Berkeley

· (2011 - 2011)