Meng Zhou

UX Designer | Interaction Designer

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Education

Master of Information Studies, University of Texas at Austin May 2019

Focus on user experience design, user research and usability.

Bachelor of Tourism Management, Donghua University July 2013

Emphases in online tourism and how travel websites affect travel decision making.

Experience

Interaction Designer, Meituan Dianping Co., Ltd. China's largest food review platform
March 2017 to July 2017, Shanghai, China

Directed the design and iteration of a new education product for China's largest online review company served over 600 million users. Conducted user research via online survey and user data analysis to find inspiration for this new product.

Interaction Designer, JD.com Inc. World's top 10 Internet companies
November 2015 to May 2016, Shanghai, China

Designed promotions and innovative games on JD online shopping app as lead interaction designer for large promotions such as 11.11(Singles' Day) and 6.18(JD's birthday) with share of app orders increasing from 56% to 85% . Directed brainstorms, user testing, user interviews and data analyses to inspire creativity and improve products. Recognized by team leader for innovation and impact on team's efforts.

Interaction Designer, Gaodun Education Co., Ltd.
March 2015 to October 2015, Shanghai, China

Directed the design of Live Channel and the redesign of Network Courses, Student Q&A, Personal Space and Recruitment Website for online students. Led an online questionnaire to understand the students' buying and learning habits, established personas as the company's first to inform design.

Product Manager, Lianjia Co., Ltd. China's largest real estate agency
July 2013 to March 2015, Shanghai, China

Designed internal systems for staff to manage housing transactions to improve efficiency and performance of over 20,000 brokers. Integrated complex systems and visualized data to provided reliable business decision-making information for 5 key roles and guide staff behaviors. Designed other internal systems such as Message System, Complaint System, Help Center and Maintenance System to improve the efficiency of enterprise information processing. Served as the Associate Scrum Master in our agile pioneer team.

Design

Interview
Questionnaire survey
Diary study
Usability testing
Eye–tracking
Card sorting
Tree testing
Brainstorm
Mood board
Persona
Storyboard
Journey Map
Scenario mapping
Information architecture
Low/Hi–Fi prototyping
Data visualization
Data analytics

Tools

Axure
Sketch
Invision
Excel
Tableau
OmniGraffle
HTML5/CSS3
SQL

About me

Inquisitive
Fast learner
Strategic thinking
Strong ideation