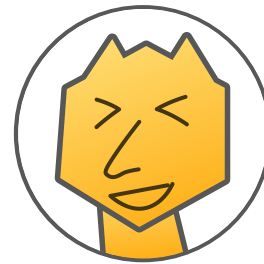


# JOY NEOP

Website     joyneop.xyz  
Portfolio    joyneop.xyz/portfolio  
GitHub       github.com/joyneop  
Email        i@joyneop.com



## EXPERIENCE

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### **Product Designer @ Zaoshu.io** (10/2016—Present)

Responsibilities included: to curate the business model, analyze target userbase composition, define objectives and key results, design product structure, design interaction patterns, design visual styles, and give development requirements and specifications.

Redesigned text logo, landing page, visitor conversion trial, crawler instance creation process, and user dashboard.

*Learn more: [zaoshu.io](http://zaoshu.io)*

### **UI/UX @ Jisuanke.com** (06/2015—10/2016)

Designed a few new products including **Teacher Console** and **Testalent**. Introduced new visual taste to the main site.

Had a lot of debates with PM for Interaction Design decisions.

Participated in marketing to some extent; designed marketing materials for hosted and sponsored events.

*Learn more: [jisuanke.com](http://jisuanke.com)*

### **Designer @ Shixian.com** (09/2014—05/2015)

Designed visual identity. Started reworking product design since 03/2015.

Solely worked on UI/UX for 5 projects; provided consulting of UI/UX and product design for 4 projects; further engaged in development process for 1 project, which were initiated in Shixian community.

*Learn more: [shixian.com](http://shixian.com)*

## SKILLS

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### **UX**

Research and practice user experience design principles with logic and empathy.

### **Graphic Design**

Experienced in various media, e.g. Posters, Websites, Album Artworks, Publications, and Corporate Identity. See [portfolio](#).

# PROJECTS

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## RandomFont

Select a font randomly and display its sample image, designer, foundry, and brief introduction. The information is gathered from MyFonts.com API; the gathering and maintaining are automated with Node.js script.

Featured on Webdesigner News and Design+Code, etc. Gained 3400+ unique visitors within 2 days since initially published on Designer News (according to Google Analytics). Ranked in Alexa Global websites top 1,000,000 since September 2016.

*Learn more: [randomfont.com](http://randomfont.com)*

## Know Your Font

The typography adventure. A web game that consists of 3 chapters with 18 challenges inside respective, and each challenge asks the player to select one text sample (among three) that corresponds to the given font name.

*Learn more: [knowyourfont.com](http://knowyourfont.com)*

## Gayradient

Yet another color reference website. Inspired by iOS 7.

*Learn more: [gayradient.com](http://gayradient.com)*

## Medium-Paged

A bookmarklet script that allows one to read stories on Medium.com in a paged flavor, removing negative effects of reading scrolling text. This is especially helpful for non-native English users as it enhances paragraph concentration.

*Learn more: [github.com/joyneop/medium-paged](https://github.com/joyneop/medium-paged)*

## Yart

Yet another resume tool based on HTML+CSS. Create resume in the geek way, concerning portability, reusability, and compatibility. This resume is created with Yart.

*Learn more: [github.com/joyneop/yart](https://github.com/joyneop/yart)*

## Kotomatsu

A cartoon character, commonly considered an alien feline creature.

*Learn more: [joyneop.xyz/kotomatsu](http://joyneop.xyz/kotomatsu)*