YUN ZHOU
Product Designer

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/experience/

Principal Designer
Rejection Therapy | **February 2019 – present** | **Sunnyvale, CA**

Product design:
• Lead complete redesign for a social activity iOS app, including core flows like community exploration, event participation, daily check-in and instant messaging. The new design contributed to the growth of MAU from 500 to 1.7k with $20k in revenue after launch in 2 months. The app is currently at 4.7 stars.

Design system:
• Built and maintain mobile design system, including colors, typography, icons and UI library for faster product iteration.
• Created logo and visual identity system to enable brand recognition, resulting in 70% increase on email open rate.

Marketing design:
• Initiated and conducted the marketing campaign at Global Leadership Summit 2019, resulting in the initially 150+ sales leads.
• Launched and maintain marketing website on Squarespace with an average 7.5% conversion rate.

Founding Designer
UpLevo | **October 2018 - February 2019** | **San Fransisco, CA**
Led product design for iOS and Android mobile apps, including key features like code scanning, survey taking and video recording. The apps resulted in $4,000 in revenue from startup CPG brands.

Design Lead
Palmdrive | **April 2016 – October 2018** | **Sunnyvale, CA/Shanghai, China**

Product design:
• Led College Application Management web app design. Serving over 8,000 mentors and premium subscribers, achieving over 16 million USD annual revenue.

Design system:
• Refined Palmdrive Style Guide by expanding web components and visual elements, supporting both product and marketing team.

Marketing design:
• Spearheaded marketing website redesign which decreased bounce rates an average of 10% across sites with a maximum decrease of 75%.
• Led digital layouts, collateral materials, environmental graphics, and print advertising for more than 130 branding events nationwide within one year - resulting in revenue growth of 233% from $1M to $3.3M and increase of market share by 2.5%.

Other:
• Hosted in-company design workshops and weekly design talks.
• Recruited, on-boarded, and trained 4 designers to support 400+ projects.
• Reduced communication overhead by introducing transparent and standard work process that supported 300% campaigns without new design hires in 2017.

UX/UI Designer
Smart Traveller | **January 2015 - March 2016** | **New York, NY/ Bay Area, CA**
Led the design of the beta web app from concepts to final pixels, winning the first prize of China innovation and entrepreneurship competition in 2015.

/education/

M.F.A. in Design and Technology | **Parsons the New School for Design**
2013 - 2015 | New York, NY

B.E. in Software Engineering | **Associated program in Finance |** **Wuhan University**
2009 - 2013 | Wuhan, China

/skills/

UX/UI Design
Whimsical
Sketch
Figma
Illustrator
Photoshop
Flinto
InVision
After Effects

Visual Design
Branding
Iconography
Infographic
Illustration

Front-end
HTML
CSS
basic JavaScript

Language
English
Mandarin

/interests/
Lettering & typography
Singing
Crafting
Puzzles