

MICHELLE ZOU

UX Designer

CONTACT

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EDUCATION

UX Design Certificate

CareerFoundry | Oct.2020

Key Coursework:
User-Centered Design
Research Methods
User Personas
User Journeys
User Flows
Mobile-First Design
Information Architecture
Wireframe
Prototyping
Usability Testing
Visual Design
CSS/HTML Basics

Information & Record

Management Coursework

SAIT POLYTECHNIC | 2014-2016

Key Coursework:
Information & Records Management
Professional Communications &
Presentation Skills
Business Imaging Technology
Enterprise Content Management
Strategic Records Management

Master of Advertising

RMIT UNIVERSITY | 2005-2006

Key Coursework:
Creativity in Advertising Advertising
Theory and Practice Marketing
Management and Implementation
Communication Theory & Practice
Advertising Campaigns
Advertising Strategy Planning
Advertising Media Strategy
Innovation and Change in Advertising

PROFILE

UX Designer with diverse backgrounds in fine art, advertising, and education. Having years of experience doing user research, prototyping, user testing, and designing experience. Empathizing with users and understanding their needs, thoughts, emotions, and motivations. Having an interest in concept sketching, and design iteration. Looking forward to using my past working experiences and the latest UX design skills to solve design problems and to develop solutions to improve the experience of a user.

DESIGN PROJECTS

UX Designer | Expertise APP

- People have trouble finding real experts online who can help them to solve problems in their daily life. We provide users an app where they can search for verified experts in any field and communicate with them anytime.
- I used Sketch, InVision tools

EXPERIENCE HIGHLIGHTS

RETAIL CONSULTANT | Dec. 2012-Present

Ecommerce Platform, TaoBao

- Recommend suitable products and answer questions according to customer requirements via telephone, email, and chat in a timely fashion.
- Contact manufacturers and retailers to answer customer questions about specific products.
- Tracking and engaging in follow-up conversations about products, as needed.
- Interact with customers, understanding they're buying journeys, and pain points.
- Document all inquiries, requests, resolutions, and follow-up tasks.

LECTURER | Feb. 2007-Dec. 2009

Xi'An Technological University, Xi'An, CHINA

- Taught undergraduate classes, including Advertising Creativity, Marketing, and Advertising English.
- Analysis of students' learning needs and designing a course.
- Developed all course materials, including paper and digital.
- Evaluated the impact of the course based on students' feedback, surveys, and analytics. Instructed students to Participate in advertising projects in the field of market research, creativity, and strategy.

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UX Designer

Public Relations Theory & Practice
Web Software and Design
Managing Advertising: Agency and
Client Approaches

Bachelor of Arts

Xi'an Academy of Fine Arts, Xi'an,
Shaanxi, PR CHINA

SKILLS

User-Centered Design
User Research
Competitive Analysis
User Surveys/Interviews
Persona Creation
Journey Maps
User Flows
Sitemaps
Information Architecture
Storyboard
Wireframing
Prototyping
Usability Testing
Advertising/Marketing

TOOLS

UX/UI Design
Sketch
InVision
Balsamiq
Keynote
Adobe Creative Suite
Marvel
HTML5/CSS

LANGUAGES

English
Mandarin

- Supervised undergraduate student's thesis.

ACCOUNT MANAGER | Feb. 2002-Jan. 2005

SanYe Advertising Agency, Xi'an, CHINA

- Founded and managed a self-owned Advertising Agency.
- Led an 8-person team working on a range of projects for research and commercial applications in marketing, media, branding, advertising, creative, interactive communication.
- Empathy with users/clients to understand the user's pain points, goals, needs, and frustrations.
- Meeting with clients early and throughout the design process in order to apply their feedback in design iterations.
- Researched and developed targeted project strategy and project planning for participating in advertising bids.
- Participated in the design process and output to craft deliverables includes market research, user research, storyboard, UX strategy, visual identity, photography.
- Developed proposals, contracts, and pricing for target accounts.
- Ensured the timely and successful delivery of our solutions according to customer needs and objectives.
- Build and maintain a strong relationship with clients, design team, marketing, and accounting.

RELEVANT PRIOR EXPERIENCE

ART DESIGNER

Northwestern Polytechnical University Press, CHINA

- Responsible for cover design and printing, including series English storybooks, textbooks, novels, and in-house magazines.
- Researching ideas to determine the best visual design and layout.
- Met and discussed the cover design with the author and the editor.
- Reviewed and revised the design, contacted printing house, and manage documents.

JOURNALIST

Xinhua News Agency, Xi'an, CHINA

- Research and empathy with people's experiences to uncover interesting and significant news stories.
- Obtained first-hand the information by being present in happenings.
- Planned and organized the large-scale donation event.
- Interviewed the importance of persons on the Special Report to collect and analyze information wrote the report.