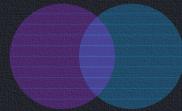


SANDY ZHANG



UX DESIGNER SINCE 2013

LOCATION

Beijing, China

ABOUT ME

I'm an UX Designer with 3 years of professional experience. I'm interested in all kinds of visual communication, while focus on designing mobile&web interfaces.

EMAIL/PHONE

505617477@qq.com / +8613811648857

WEBSITE

www.sandyzhq.com



EDUCATION

Sep. 2012

Master *Beijing University of Posts and Telecommunications*

Mar. 2015

Human Computer Interaction, Virtual Reality, Augmented Reality
Thesis: Research On The Intuitive Interaction Behavior Under The Natural User Interface

Sep. 2008

Bachelor *Beijing University of Posts and Telecommunications*

Jun. 2012

Thesis: Cognition Research And Innovative Design On Small Screen

EXPERIENCE

Nov. 2014 PRESENT	Alibaba Group <i>Senior UX Designer</i> Responsible for the following interaction design and partial visual design 1. Taopiaopiao Professional App 1.0 2. Yulebao App v1.0-2.4, Yulebao redesign for H5 v1.0-2.2, Yulebao PC (subproduct in Alipay) 3. Yuwan shopping guide platform v1.0-2.0 (subproduct in Taobao)
Sep. 2014	Netease Game <i>Game UX Designer Intern</i>
Nov. 2014	Designed gift system and mission system on First-person shooting game named “Assault Heroes”
Oct. 2013	AppAnnie <i>UI/UX Designer Intern</i>
Apr. 2014	Designed Analytics Product, include analytics chart and search function
Feb. 2013	BMW Group <i>UI/UX Designer Intern</i>
May. 2013	Designed Chinese Speller and Japanese Speller for BMW cars.
Nov. 2012	IBM <i>FE Developer Intern</i>
Jun. 2013	Responsible for front-end development of an enterprise product

AWARDS

- Special offer of Alibaba Group 2015 campus recruitment
- Special offer of NetEase 2015 campus recruitment
- Ranked second in DingTalk Innovation Application competition
- Outstanding Graduate of BUPT (2 in total)
- Outstanding Student Cadres, First-class Scholarship, Triple-a student of BUPT

SKILLS

Adobe Suite (PS, AI, AE)
Information Architecture
Rapid Prototype
Wireframes
User Research
User-centered Design
UI Design
HTML/CSS/JS

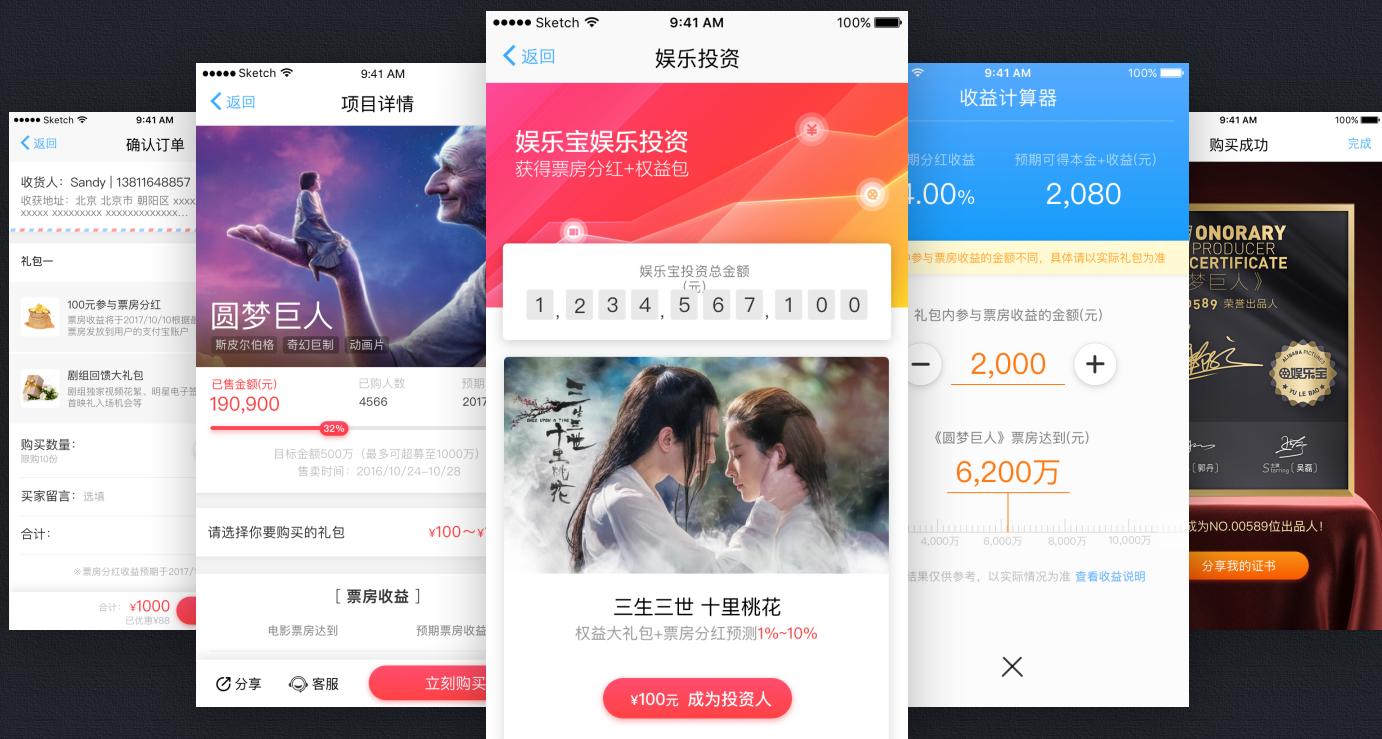


YULEBAO

A Film Finance Platform in AliPay

There are lots of ways to invest in our society. You can invest in stocks, gold, real estate, or even a company. Why not invest in films?

INVEST 100 RMB TO BECOME A FILM PRODUCER



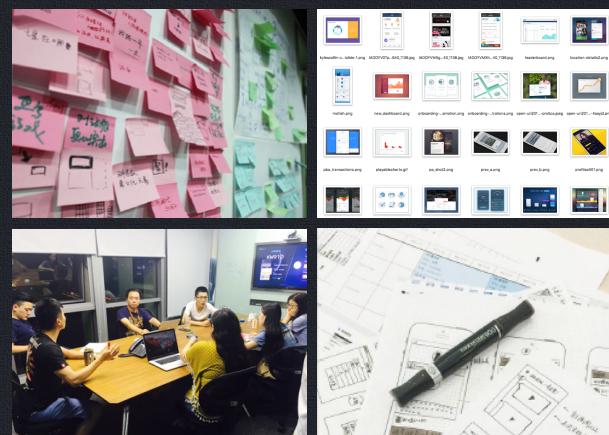
THREE QUESTIONS

Before - How to attract users to invest?

Process - How to be simple and clear?

After - How to let users invest next?

CARD SORT & COMPETITIVE ANALYSIS



DESIGN PRINCIPLES AND DIFFICULTIES

1. Follow mobile UI Guideline, rather than play cool
2. The difficulty of this product is to design display and layout, not process

PORTFOLIO - APP DESIGN

ARCHITECTURE

Before Investment

Film Project List

Film Project Detail

- Basic Investment Information
- Investment Progress
- Income Calculation
- Film Information
- Extra Benefits
- People Comments
- Customer Service

During Investment

Confirm Order

Signature to Confirm Risk

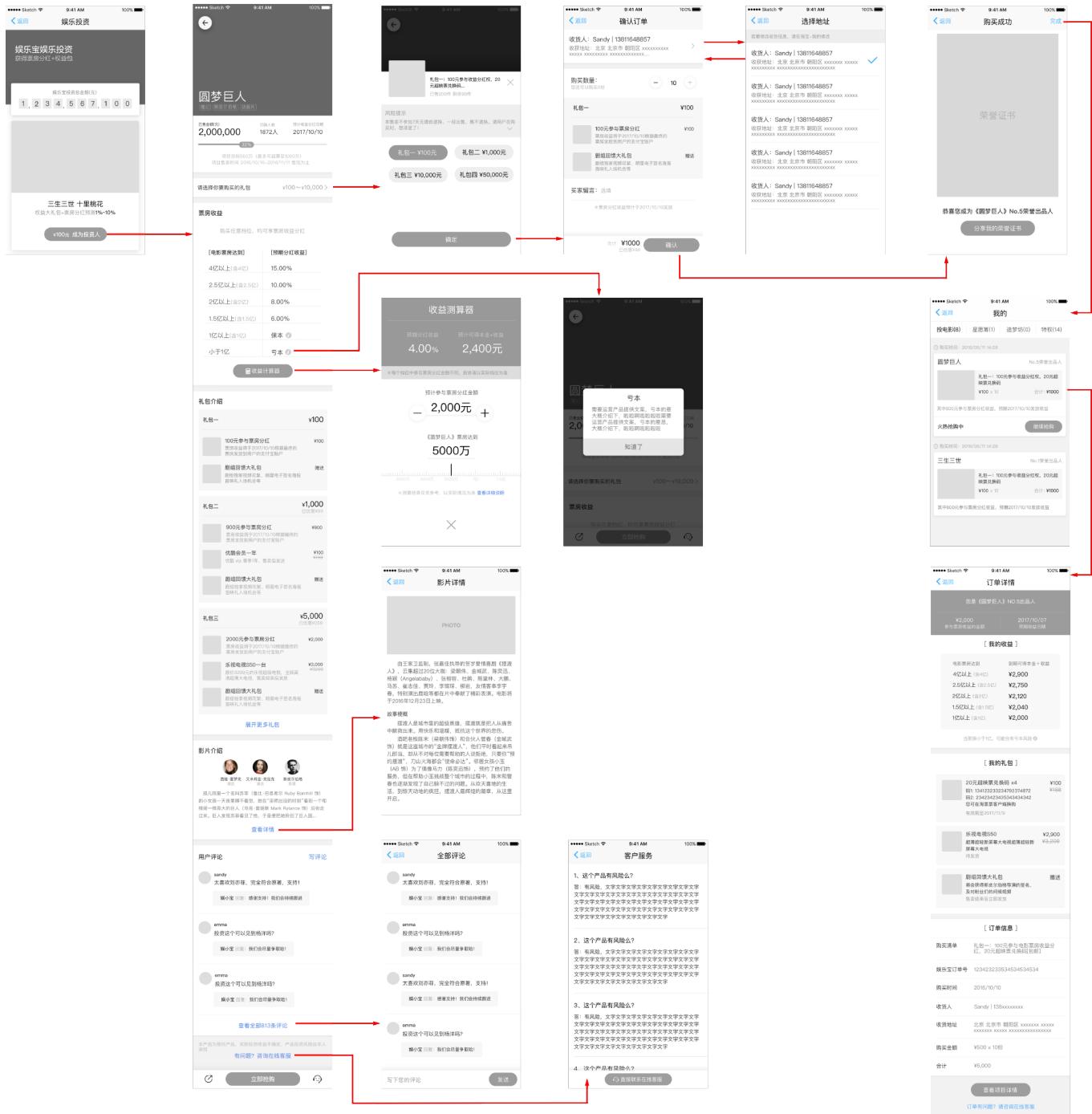
Payment

After Investment

Award Honorary Certificates

Personal Center

WIREFRAMS



INTERACTIVE DETAIL

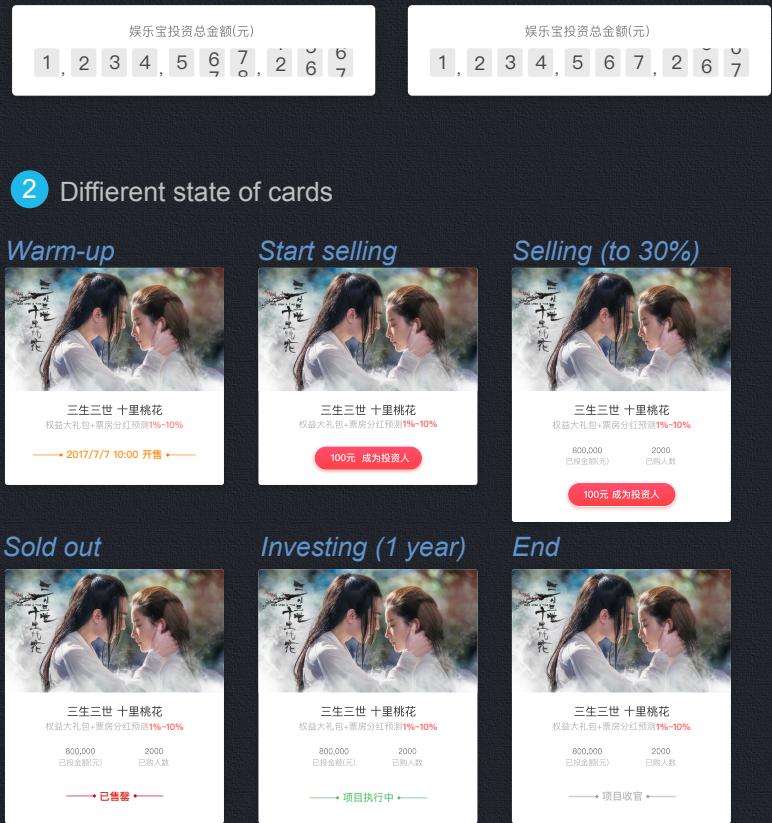
1. List Page

This page is used to present the basic information of the film investment project, including film poster, film name, annualized yield, buy button.etc, in order to attract people to click



① Display the total investment amount of Yulebao

Motion: when page loaded, each digit scrolls down to the true number automatically.



Card layout attempt



PORTRFOLIO - APP DESIGN

2. Income Calculator



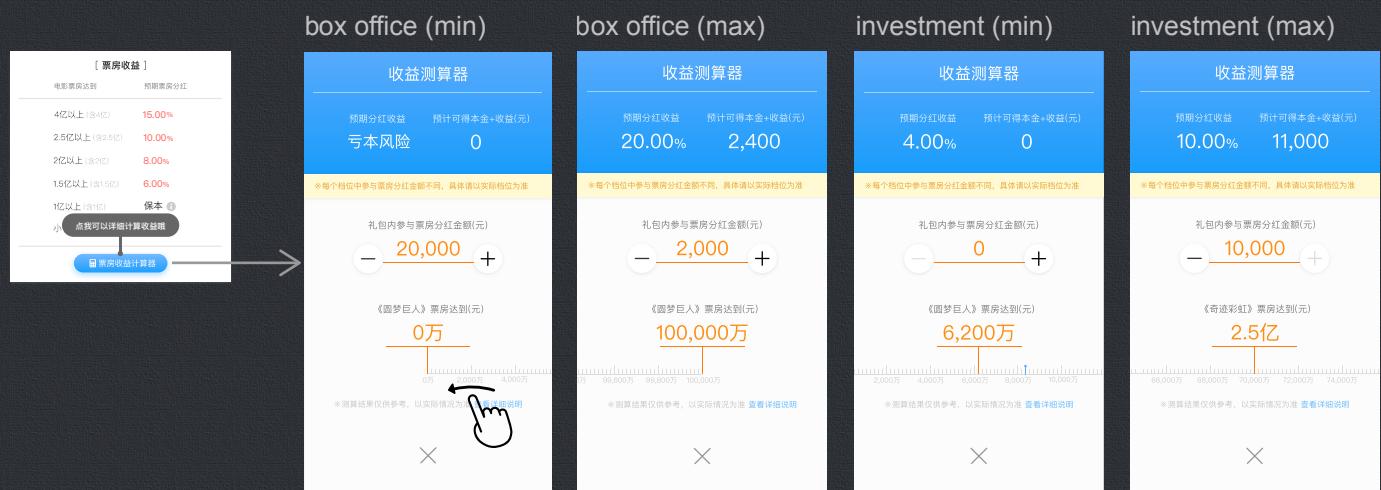
most internal colleague feel not make sense

120 of 1000 comments are about this chart

40 of 1000 comments are about this chart

8%↓

Apply for a patent



HI-FI INTERACTION DEMO



http://v.youku.com/v_show/id_XMTg0MTYxNzAwNA==.html

PORTFOLIO - APP DESIGN

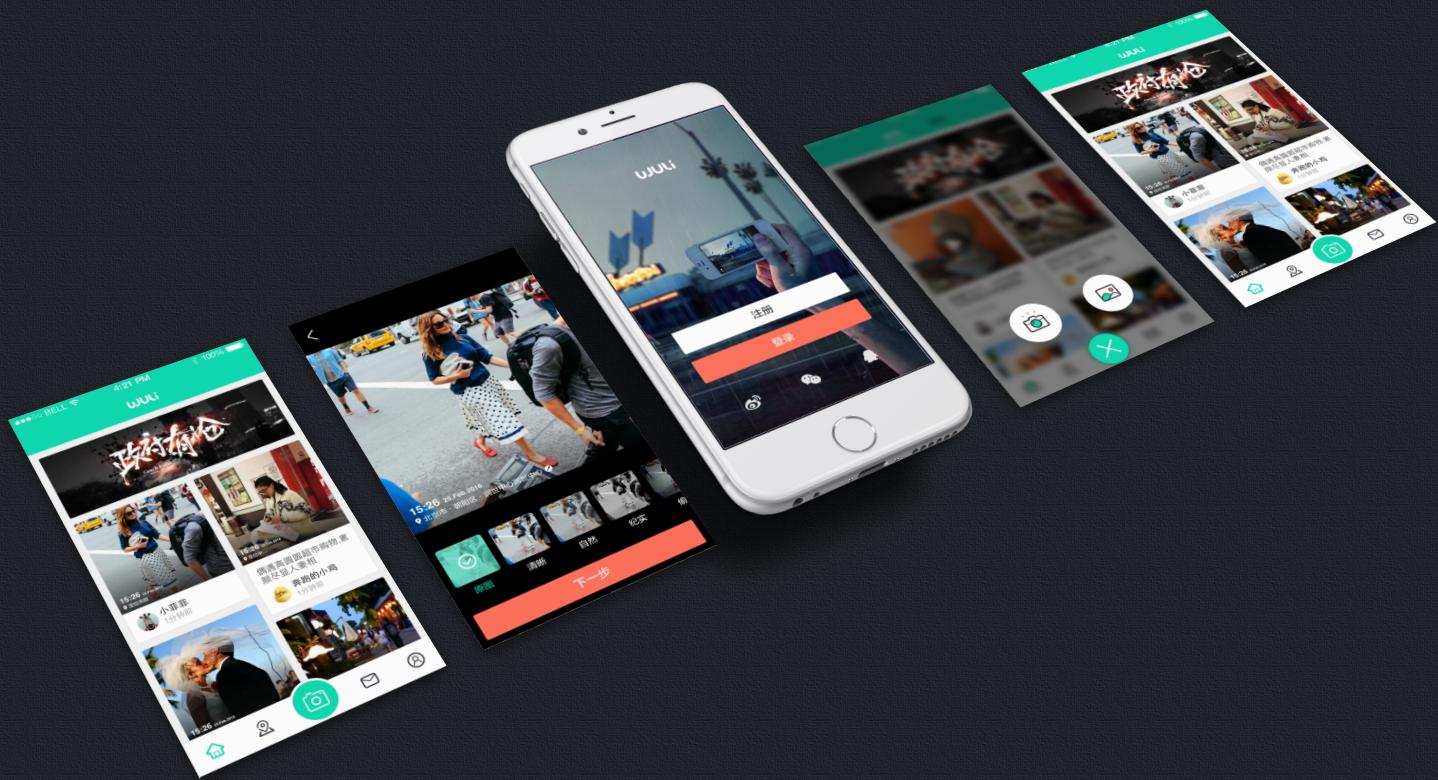


WULI

Post events anytime and anywhere

When you come across a star on the street, do you want to share it with someone else?
When you encounter a traffic jam, do you want to share the moment by posting online?
When you happen to have a meal with Leonardo at a same restaurant, do you want to show off?

WULI helps you posting events anytime and anywhere



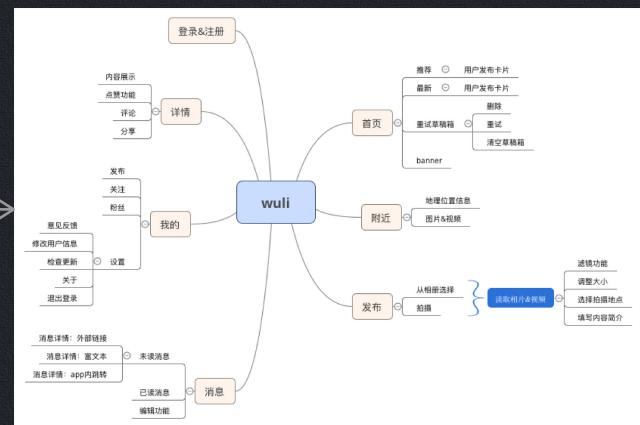
BRAIN STORM



CARD SORT



CARDING FUNCTION



PORFOLIO - APP DESIGN

CAMERA MODULE

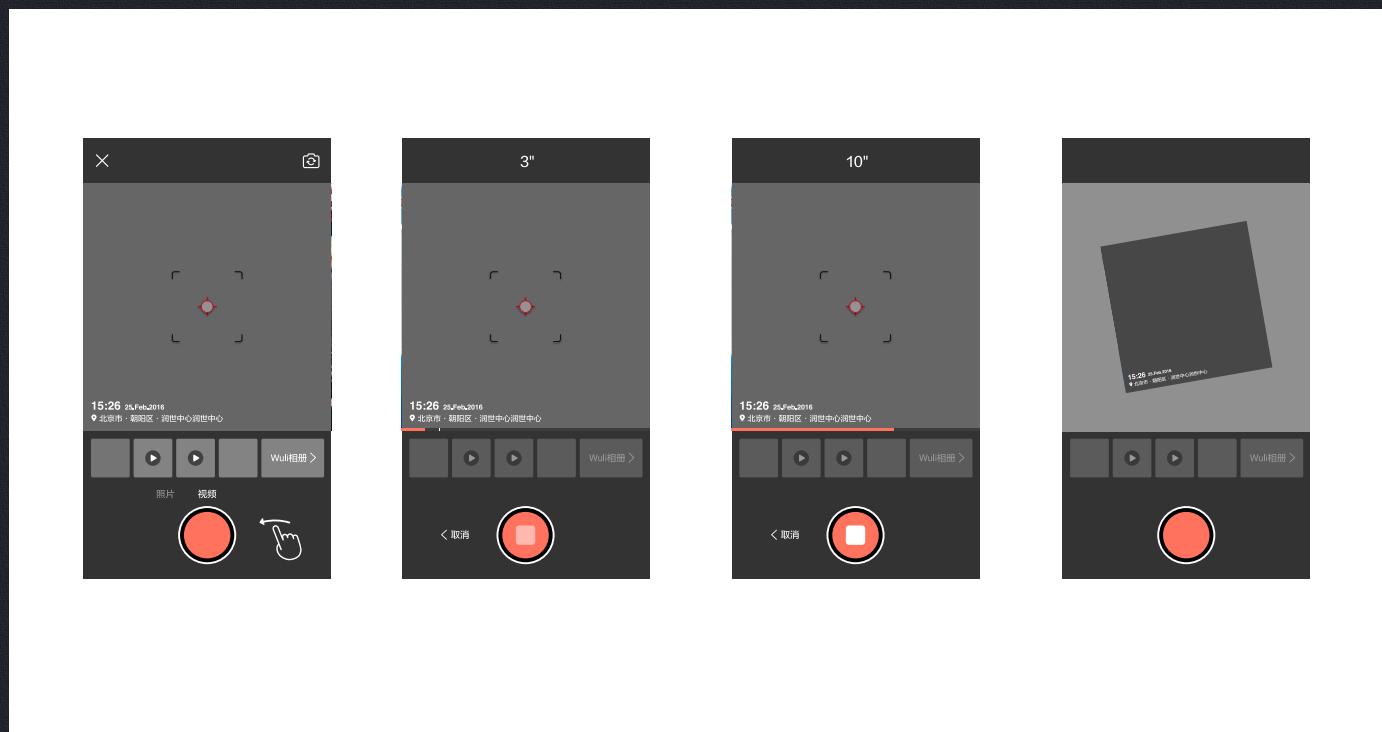
The flowchart illustrates the camera module process:

```
graph TD; A[点击拍照] --> B{手机内存满?}; B -- 否 --> C[拍照界面]; B -- 是 --> D[弹窗提示]; C --> E{完成拍找?}; E -- 否 --> F[照片存入相册]; E -- 是 --> G[选择照片]; F --> H[编辑界面]; H --> I[滤镜功能 + 打水印]; I --> J{完成编辑?}; J -- 否 --> H; J -- 是 --> K[发布界面];
```

Screenshots corresponding to the flowchart:

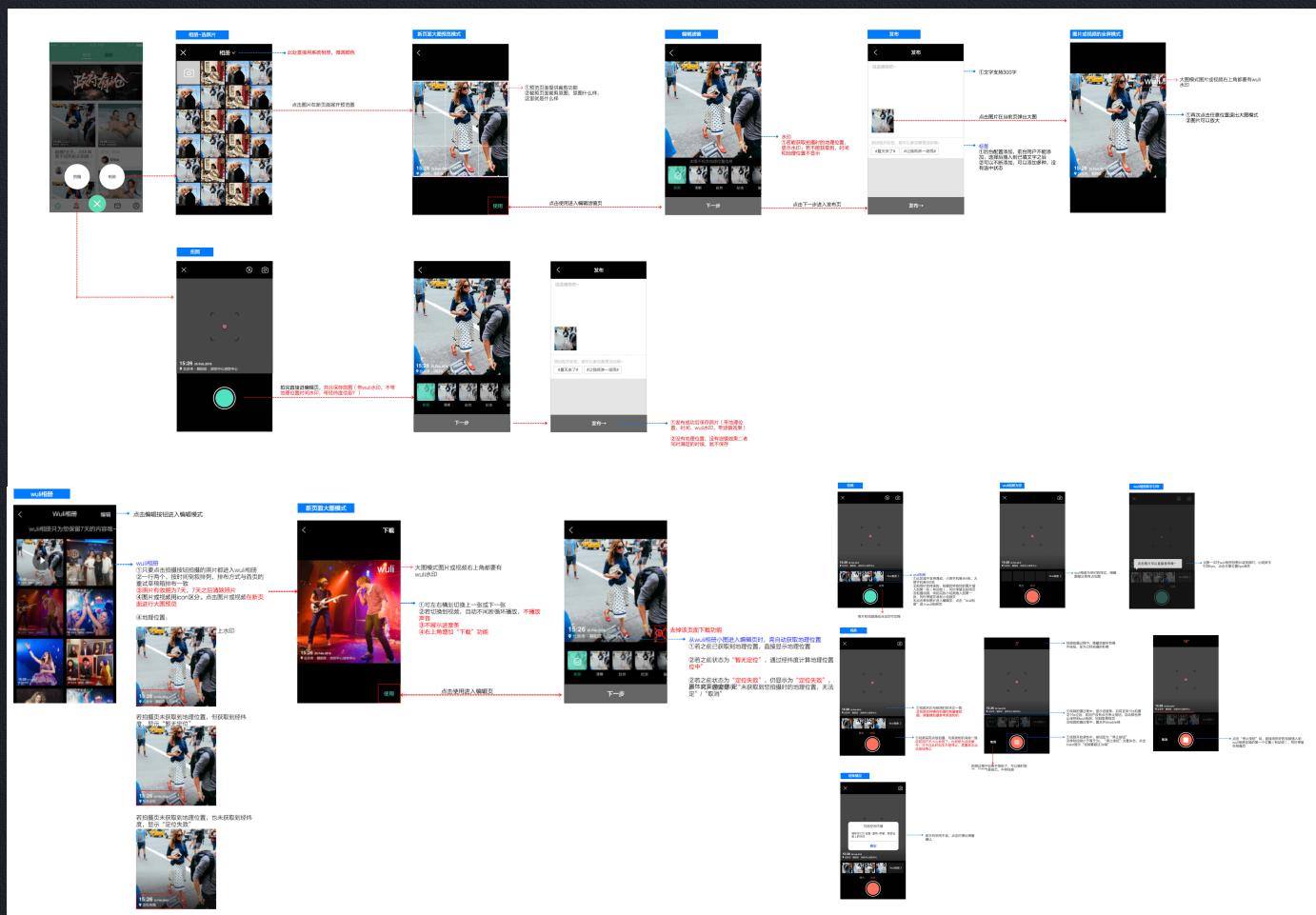
- Top row: "拍照界面" (Photo-taking interface) showing a camera viewfinder.
- Middle row: "完成拍找?" (Photo taken?) confirmation screen.
- Bottom row: "发布界面" (Publishing interface) showing a list of locations for publishing.

SHOOTING VIDEO

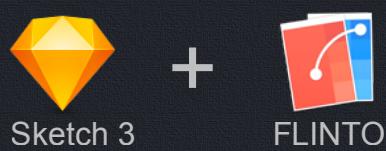


PORTRFOLIO - APP DESIGN

UI SPECIFICATION



HI-FI INTERACTION DEMO

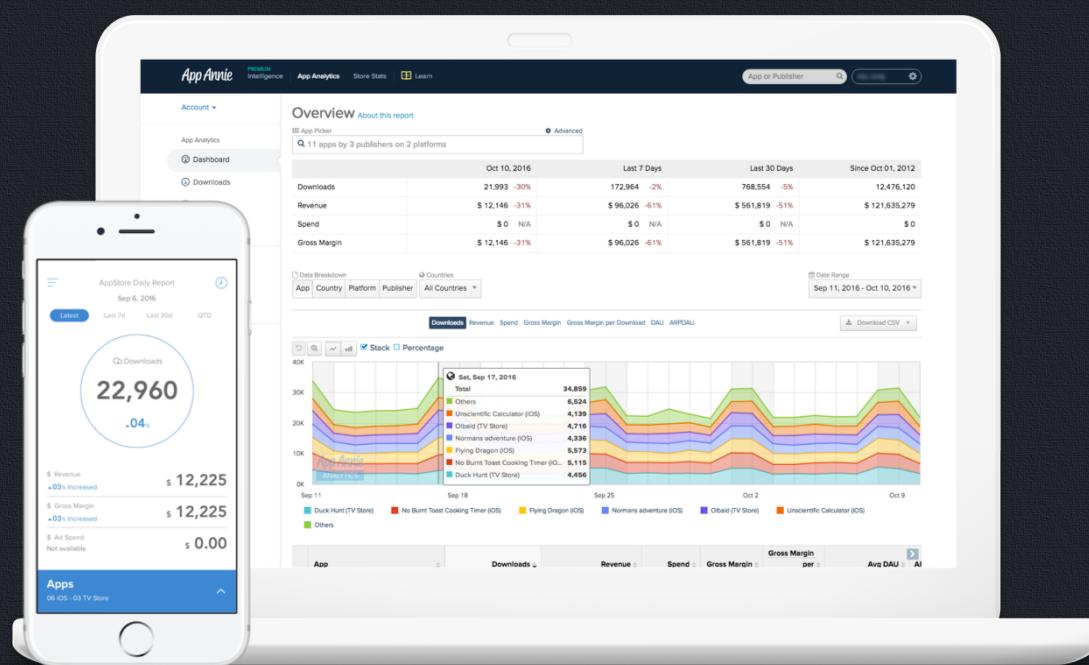


http://v.youku.com/v_show/id_XMTcxNzA3MjEyMA==.html



APPANNIE

Appannie is a start-up company in SF. Her topic is about helping enterprise and marketing analyzing application in the industry, including downloads, revenue, ranking.etc



I did 4 projects during internship, taking the sharing project as an example

STORY

Trying to describe the complexity by the story

User A creates 2 accounts

- 1.AC1(iTunes account), there are two apps in the account.(App1, App2)
- 2.AD1(Ad Network account), there is the revenue number of one app (App1)

User A	App	Store Revenue	Ad Revenue	
	App1	From AC1	From AD1	
	App2	From AC1		

User B has 2 accounts

- 1.AC2(iTunes account), there are two apps in the account.(App3)
- 2.AD2(Ad Network account), there is the revenue number of two apps (App2,App3)

User B	App	Store Revenue	Ad Revenue	
	App2	From AC2	From AD2	
	App3	From AC2	From AD2	

User A shares App1-AC1 to User B, User B will see the data shared by A

User A	App	Store Revenue	Ad Revenue	
	App1	From AC1	From AD1	
	App2	From AC1		

User B	App	Store Revenue	Ad Revenue	
	App2	From AC2	From AD2	
	App3	From AC2	From AD2	
	App1	From AC1	From AD1	Shared by A

PORTFOLIO - WEB DESIGN

PAGE DISPLAY

The screenshot shows the 'Sharing' section of the App Annie interface. On the left, there's a sidebar with 'Account Management', 'Analytics', 'Connections', 'Apps', 'Sharing' (which is selected), 'Backup Data', 'App Annie Account', and 'User Settings'. The main area has two sections: 'Sharing data with:' and 'Receiving shared data from:'. Under 'Sharing data with:', there are four entries: Hugo Wang (honggang@appannie.com) with 3 Assets, Yabo Du (yabo@appannie.com) with 4 Assets, meng li (demien@appannie.com) with 19 Assets, and (sandy)@appannie.com with 5 Assets. All are marked as Active. Under 'Receiving shared data from:', there is one entry: Jimmy Li (jimmy@appannie.com) with 3 Assets, also marked as Active. A red circle labeled 1 points to the 'Sharing' icon in the sidebar.

This screenshot shows the same 'Sharing' page after some interactions. The asset counts have changed: Hugo Wang now has 3 Assets, Yabo Du has 4 Assets, meng li has 19 Assets, and (sandy)@appannie.com has 5 Assets. The status for Jimmy Li has changed to Pending. Red circles numbered 2 through 6 highlight various UI elements: 2 points to the 'New Share' button, 3 points to the 'Sharing data with' list, 4 points to the 'Status' column, 5 points to the 'Pending' status for Jimmy Li, and 6 points to the 'Actions' dropdown for Jimmy Li.

shared with user status	Sharing data with	Assets	Status	Actions
existing & active	Username (Email)	Apps>Ad Revenue->Ad Campaign->Books	Active	Modify / Copy Share / Revoke Access
non-existing	Email		Pending	Resend / Revoke Access
existing & unverified	Email		Pending	Resend / Revoke Access

-If there is 0 data in assets, it will be deleted automatically.

shared by user status	Receiving Shared data from	Assets	Status	Actions
existing & active	Username (Email)	Apps>Ad Revenue->Ad Campaign->Books	Active	-

-If there is 0 data in assets, it will be deleted automatically.

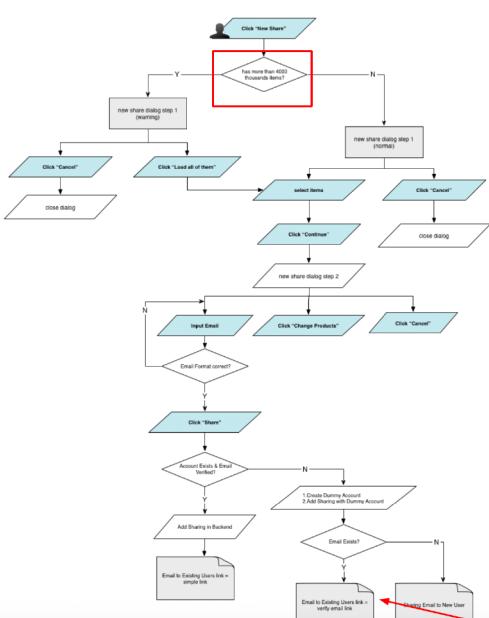
- 1 **Assets:**
Assets display platform and number
Platform order is Apps->Ad Revenue->Ad Campaign->Books

- 2 **New Share:**
User can share their assets to others.
If he click "New Share" button, it will popup a new share dialog.

- 3 **Actions:**
Actions include "Modify", "Copy Share", "Revoke Access", "Resend".
Whatever user click any actions, it will popup an operation dialog.

INTERACTION DETAIL

1. New Share



The screenshots show the 'New Share' dialog. Callouts explain various features:

- 1: When user open the dialog, load all items he has and expand all items too.
- 2: If he doesn't have apps, hidden apps bar.
- 3: if he doesn't have books, hidden books bar.
- 4: click this icon to select all items or unselect all items.
- 5: click this icon or the whole bar to collapse and expand the items.
- 6: when user collapse or expand apps bar or books bar, should keep previous settings of account bar
- 7: This search box is just a filter. If user input some alphabets: - expand apps and display the apps name which contains these alphabets. - expand books and display the books name which contains these alphabets.
- 8: Display selected apps number and selected books number, and update them dynamically.
- 9: If user only select one category, just display item number of this vertical. - if user hasn't select any items, the "Continue" button is disabled.
- 10: Need to update?
- 11: When user click "Need to update" link, it will open a new tab and link to "User Settings"

PORTFOLIO - WEB DESIGN

2. Modify Share

Flowchart Summary:

- The process starts with "Click 'Modify'".
- If more than 400 items are shared, it goes to "modify share dialog step 1 (warning)".
- If less than or equal to 400 items, it goes to "modify share dialog step 1 (normal)".
- Both paths lead to "Click 'Cancel'" or "Click 'Close'".
- "modify share dialog step 1 (normal)" leads to "Click 'Continue'" and "Click 'Close'".
- "modify share dialog step 1 (warning)" leads to "Click 'Continue'" and "Click 'Close'".
- Both paths lead to "Click 'Delete'".
- "Click 'Delete'" leads to "select 'send email'" or "Click 'Cancel'".
- "select 'send email'" leads to "Click 'Delete'" and "close dialog".
- "Click 'Delete'" leads to "Account Exists & Email Verified" decision.
- If "Y", it leads to "Delete Sharing in Backend" and "Has Message?" decision.
- If "N", it leads to "Modify Dummy Sharing" and "Has Message?" decision.
- "Has Message?" leads to "Email to Existing Users link = single link" or "Email to Existing Users link + verify email link" or "Sharing Email to New User".
- "Delete Sharing in Backend" leads to "Has Message?" decision.
- "Has Message?" leads to "Email to Existing Users link = single link" or "Email to Existing Users link + verify email link" or "Sharing Email to New User".

Screenshots:

- Step 1:** A screenshot of the "Select Products" dialog. A red box highlights the "Modify" button. A callout 1 points to the "Modify" button.
- Step 2:** A screenshot of the "Modify sharing for yang steven" dialog. It shows a list of products selected for sharing. A red box highlights the "Send Invite" checkbox. A callout 2 points to the "Send an Email Notification" checkbox. A red box highlights the "Continue >" button. A callout 3 points to the "Sharing Email to New User" link.

3. Copy Share

Flowchart Summary:

- The process starts with "Click 'Copy Share'".
- If more than 400 items are shared, it goes to "copy share dialog step 1 (warning)".
- If less than or equal to 400 items, it goes to "copy share dialog step 1 (normal)".
- Both paths lead to "Click 'Cancel'" or "Click 'Close'".
- "copy share dialog step 1 (normal)" leads to "Click 'Continue'" and "Click 'Close'".
- "copy share dialog step 1 (warning)" leads to "Click 'Continue'" and "Click 'Close'".
- Both paths lead to "Click 'Delete'".
- "Click 'Delete'" leads to "select 'send email'" or "Click 'Cancel'".
- "select 'send email'" leads to "Click 'Delete'" and "close dialog".
- "Click 'Delete'" leads to "Account Exists & Email Verified" decision.
- If "Y", it leads to "Delete Sharing in Backend" and "Has Message?" decision.
- If "N", it leads to "Add Sharing in Backend" and "Has Message?" decision.
- "Has Message?" leads to "Email to Existing Users link = single link" or "Email to Existing Users link + verify email link" or "Sharing Email to New User".
- "Delete Sharing in Backend" leads to "Has Message?" decision.
- "Has Message?" leads to "Email to Existing Users link = single link" or "Email to Existing Users link + verify email link" or "Sharing Email to New User".

Screenshots:

- Step 1:** A screenshot of the "Select Products" dialog. A red box highlights the "Modify" button. A callout 1 points to the "Copy Share" button.
- Step 2:** A screenshot of the "New Share" dialog. It shows a list of products selected for sharing. A red box highlights the "Send Invite" checkbox. A callout 2 points to the "Continue >" button. A callout 3 points to the "Sharing Email to New User" link.

4. Revoke Access

Flowchart Summary:

- The process starts with "Click 'Revoke Access'".
- It leads to "revoke access dialog step 2".
- "revoke access dialog step 2" leads to "select 'send email'" or "Click 'Cancel'".
- "select 'send email'" leads to "Click 'Revoke'" and "close dialog".
- "Click 'Revoke'" leads to "Account Exists & Email Verified" decision.
- If "Y", it leads to "Delete Sharing in Backend" and "Has Message?" decision.
- If "N", it leads to "Modify Dummy Sharing" and "Has Message?" decision.
- "Has Message?" leads to "Email to Existing Users link = single link" or "Email to Existing Users link + verify email link" or "Sharing Email to New User".
- "Delete Sharing in Backend" leads to "Has Message?" decision.
- "Has Message?" leads to "Email to Existing Users link = single link" or "Email to Existing Users link + verify email link" or "Sharing Email to New User".

Screenshots:

- Step 1:** A screenshot of the "Select Products" dialog. A red box highlights the "Modify" button. A callout 1 points to the "Revoke Access" button.
- Step 2:** A screenshot of the "Revoke sharing for <jimmy+sharingtest@appannie.com>" dialog. It shows a list of products selected for revoking access. A red box highlights the "Send an Email Notification" checkbox. A callout 2 points to the "Revoke Access" button.

PORTFOLIO - ONE PAGE DESIGN

ONE PAGE DESIGN

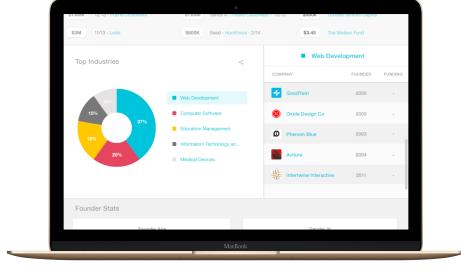
返利投 首页 理财 黄金 众筹 海外 锦囊 关于我们 [App下载](#) 登录 注册

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二级菜单
二级菜单
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是不是被到处都在讲的资产配置忽悠的头疼了？活期、固收、股票、黄金、海外。你觉得一家公司能够全做好这些吗？真正的靠谱的资产配置，要像返利投一样中立。我们从未停止从市场上寻找优质产品的脚步，因为我们坚信，这才是真正的第三方财富管理。
[立即配置资产](#)

活期理财 随取随赚
通过返利投注注册平台并投资新手标，尽享最高6%返利，通过返利投注注册平台并投资新手标，尽享最高6%返利，通过返利投注注册平台并投资新手标，尽享最高6%返利，通过返利投注注册平台并投资新手标，尽享最高6%返利，通过返利投注注册平台并投资新手标，尽享最高6%返利，通过返利投注注册平台并投资新手标，尽享最高6%返利，通过返利投注注册平台并投资新手标，尽享最高6%返利，通过返利投注注册平台并投资新手标，尽享最高6%返利。
[开始理财>](#)

网利宝 国华华瑞8号 3.55% 历史年化投资回报率
[马上投资](#)

固收理财 收益率高达12%
通过返利投注注册平台并投资新手标，尽享最高6%返利。通过返利投注注册平台并投资新手标，尽享最高6%返利。通过返利投注注册平台并投资新手标，尽享最高6%返利。
通过返利投注注册平台并投资新手标，尽享最高6%返利。通过返利投注注册平台并投资新手标，尽享最高6%返利。通过返利投注注册平台并投资新手标，尽享最高6%返利。

 固定收益 稳健投资 最高收益12%	标的名称标的名称	 网利宝 理财理财产品	10%+4%	12个月	<div style="width: 56%;">56%</div>	200万	立即抢购
	标的名称标的名称	 网利宝 理财理财产品	10%+4%	12个月	<div style="width: 56%;">56%</div>	200万	立即抢购
	标的名称标的名称	 网利宝 理财理财产品	10%+4%	12个月	<div style="width: 56%;">56%</div>	200万	立即抢购

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通过返利投注注册平台并投资新手标，尽享最高6%返利。通过返利投注注册平台并投资新手标，尽享最高6%返利。

定期黄金30天
年收益率 3.28%
合约期限 30天
[立即购买>](#)

活期金
当前金价 256.1元/克
金额 元
克重 克
[我要买金](#)

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年收益率 18%
合约期限 14天
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ONE PAGE DESIGN



精选上百种高档面料 量身定制

买得起的高级定制

西装是现代男人的战袍，每个人都应该有一套合身的西装。西装要做到精致，便只能跟定制画上等号。平一定制精选上百种高档面料，由资深设计师一对一服务，免费量体并指导，100%羊毛，大多质地较薄，呢面光滑，纹路清晰。精选上百种高档面料，资深量体师指导选择面料。

面料服务商



客户的信任是对我们最大的回报

2810

本月成单

99%

客户满意度

5032

累计成单

87

本周成单

87

本周成单



专注西装定制 用心做工

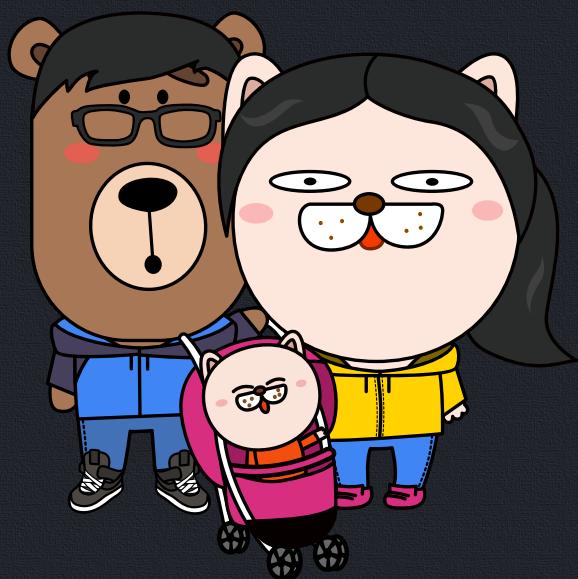
高质量标准，严格把关

专业的质量检测师保证做工以及面料质量
缝纫线条应平直，无断线，重线，跑线
里与面应平贴，无鼓凸，褶皱
面料拼接应经纬协调、自然
专业的质量检测师保证做工以及面料质量
缝纫线条应平直，无断线，重线，跑线
里与面应平贴，无鼓凸，褶皱
面料拼接应经纬协调、自然

MARKETING DESIGN



ILLUSTRATION



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