

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.

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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

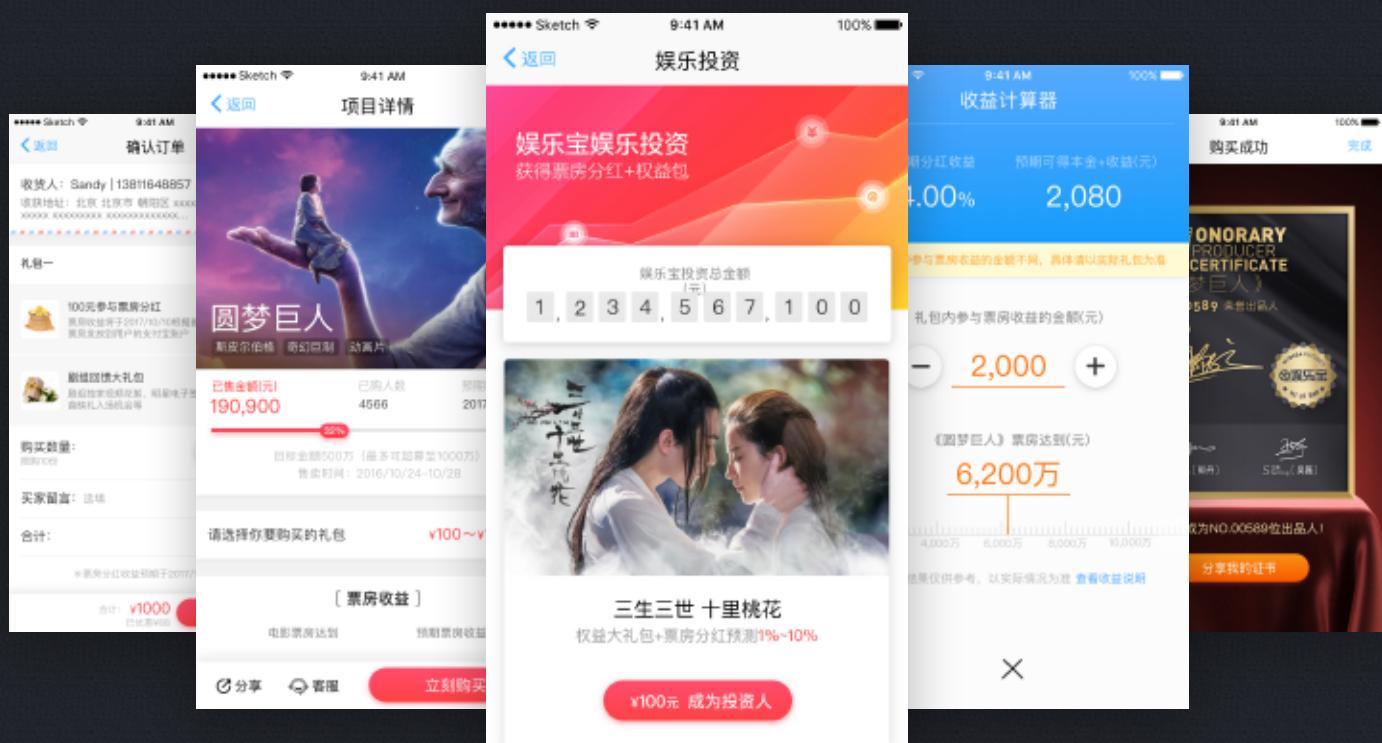


YULEBAO

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



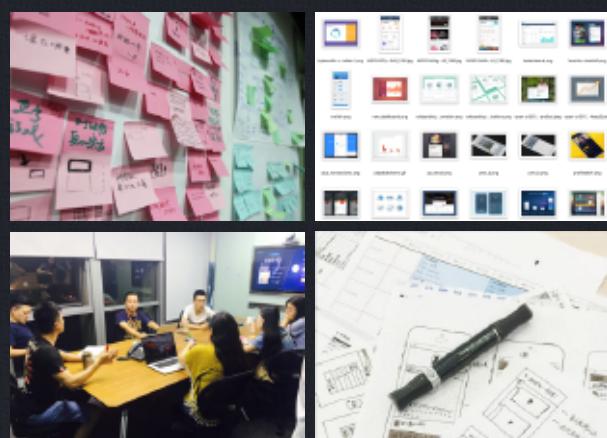
THREE QUESTIONS

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

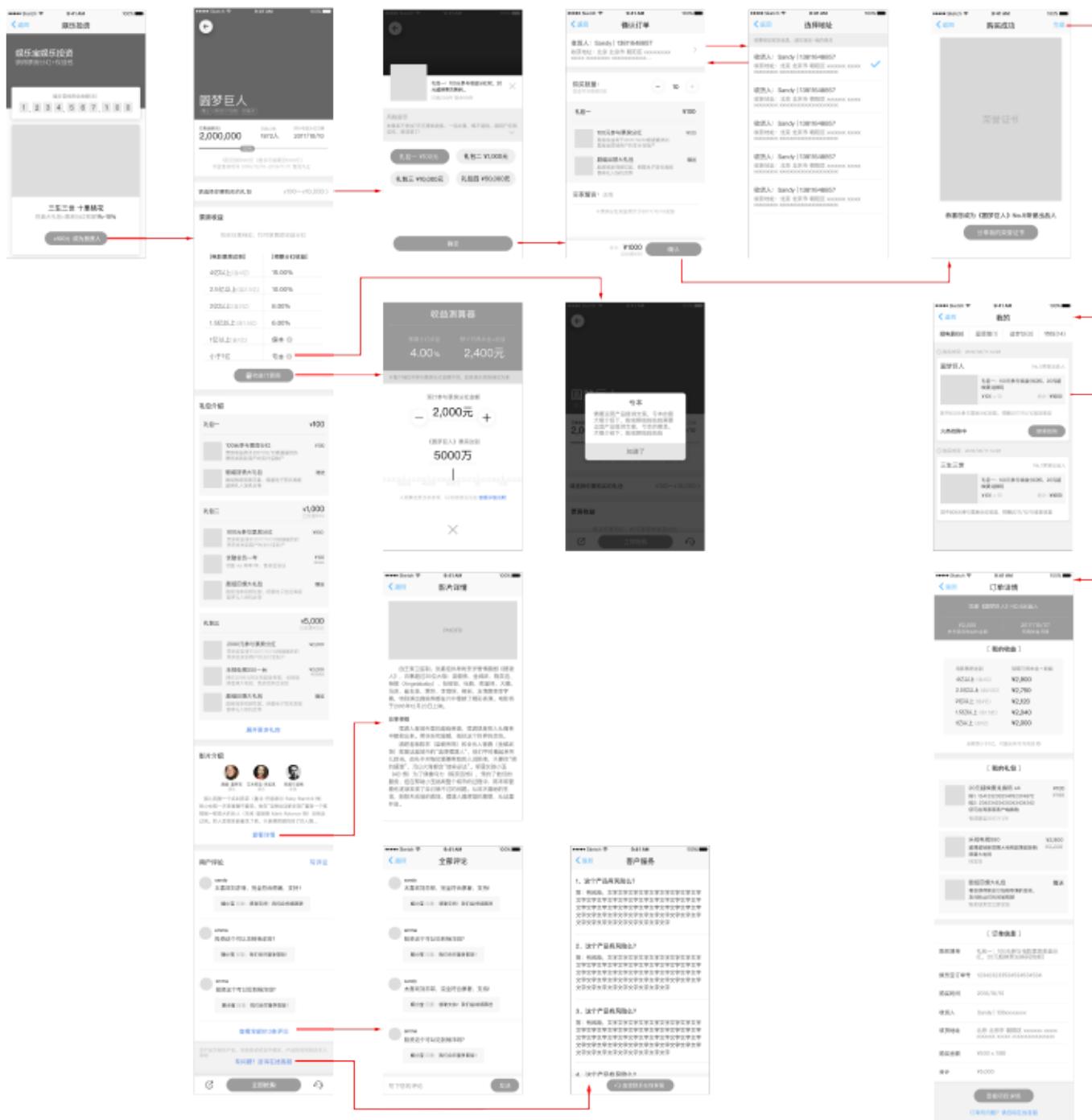
Payment

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

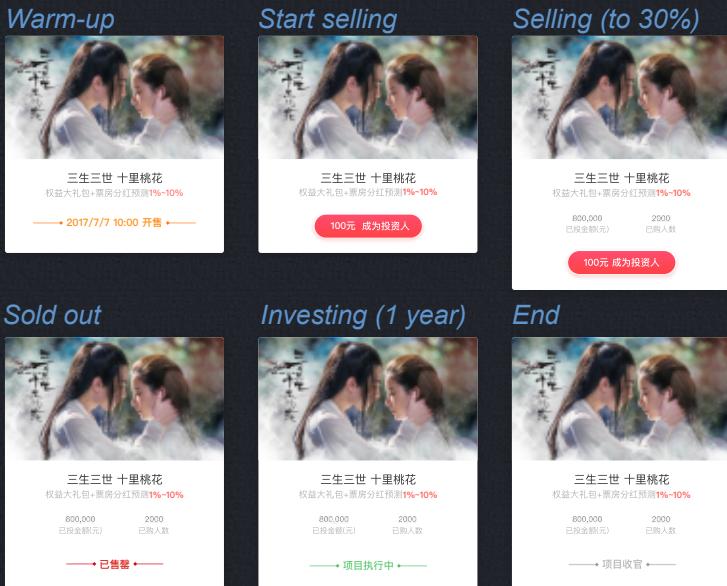


- ① Display the total investment amount of Yulebao

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



- ② Different state of cards



Card layout attempt



PORTFOLIO - 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

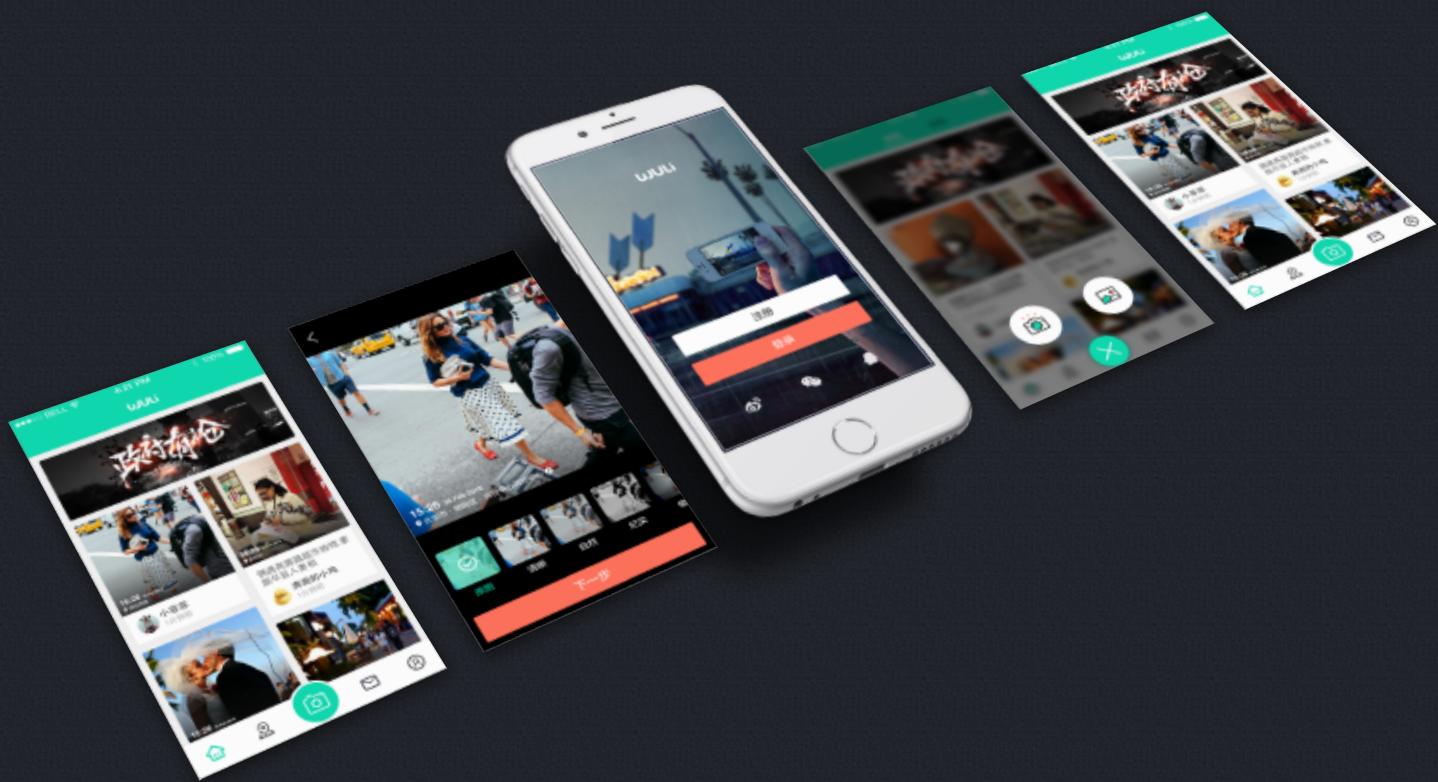


WULI

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



PORTFOLIO - APP DESIGN

CAMERA MODULE

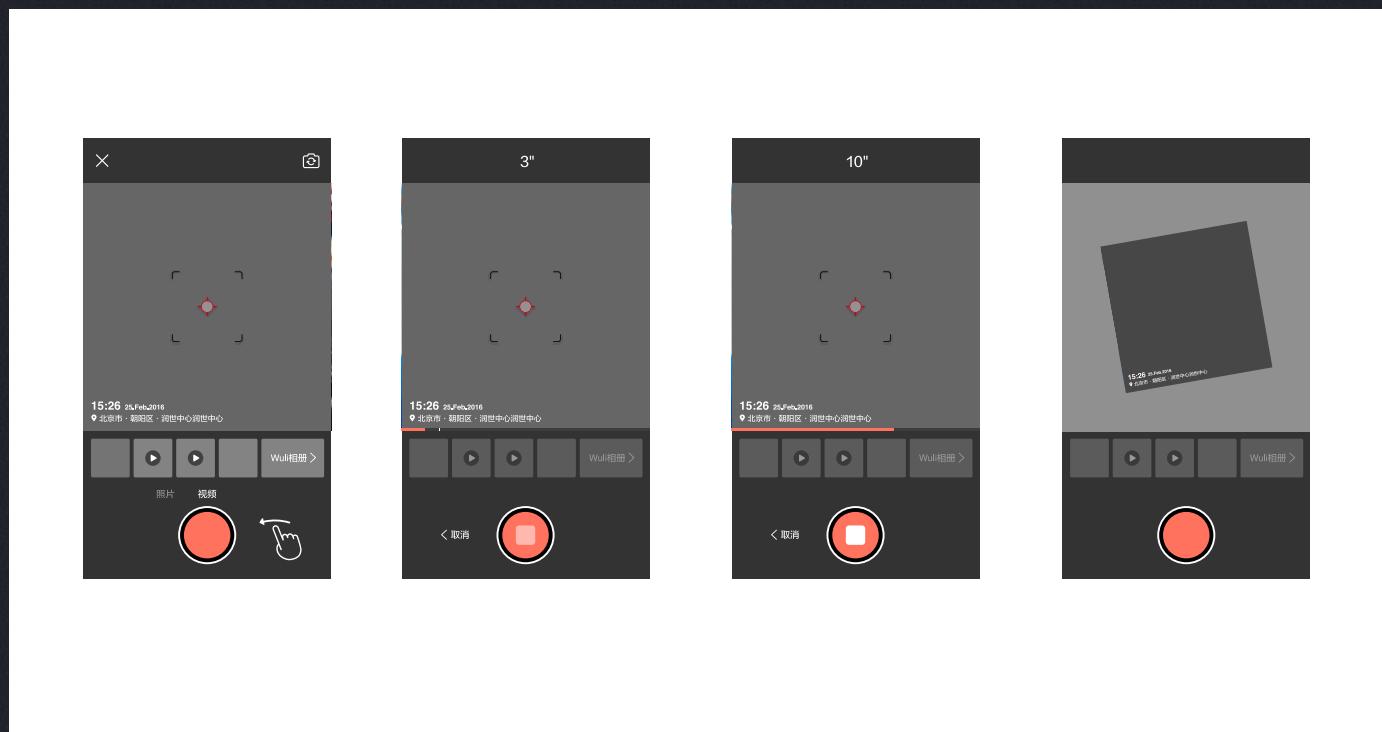
The flowchart illustrates the process of taking a photo:

```

    graph TD
        Start[点击拍照] --> CheckStorage{手机内存满?}
        CheckStorage -- 否 --> TakePhoto[拍照界面]
        TakePhoto --> DonePhoto{完成拍吗?}
        DonePhoto -- 是 --> SavePhoto[照片存入相册]
        SavePhoto --> ChoosePhoto[选择照片]
        ChoosePhoto --> EditPhoto[编辑界面]
        EditPhoto --> FilterWatermark{滤镜功能 * 打水印}
        FilterWatermark -- 否 --> Publish[发布界面]
        FilterWatermark -- 是 --> DoneEdit{完成编辑?}
        DoneEdit -- 否 --> EditPhoto
        DoneEdit -- 是 --> Publish
    
```

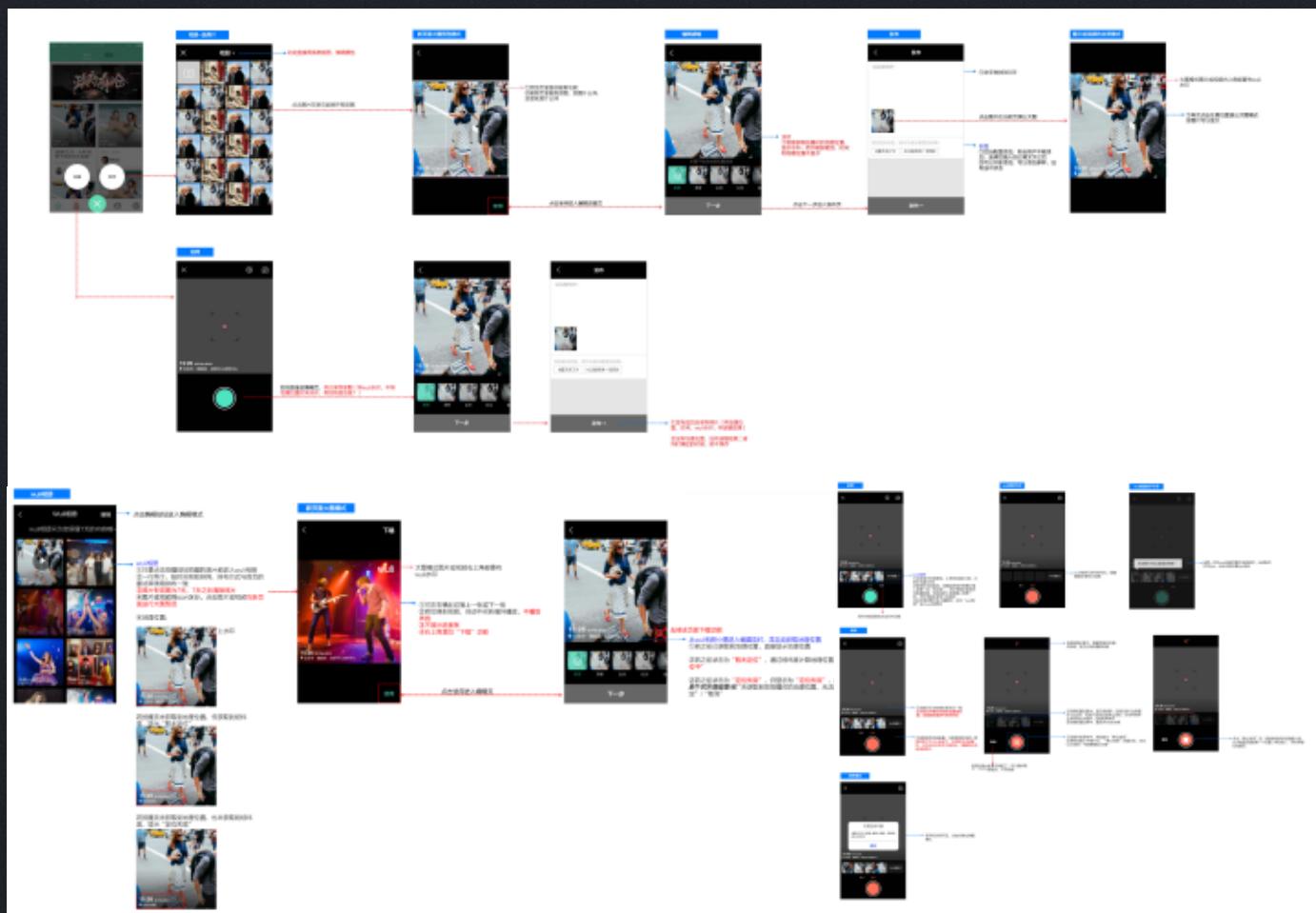
Screenshots show the camera interface, photo selection screen, editing interface with filter and watermark options, and the publish screen where a location is selected.

SHOOTING VIDEO

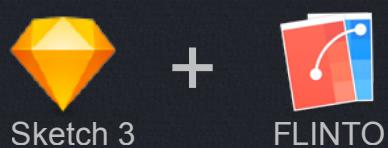


PORTFOLIO - APP DESIGN

UI SPECIFICATION



HI-FI INTERACTION DEMO

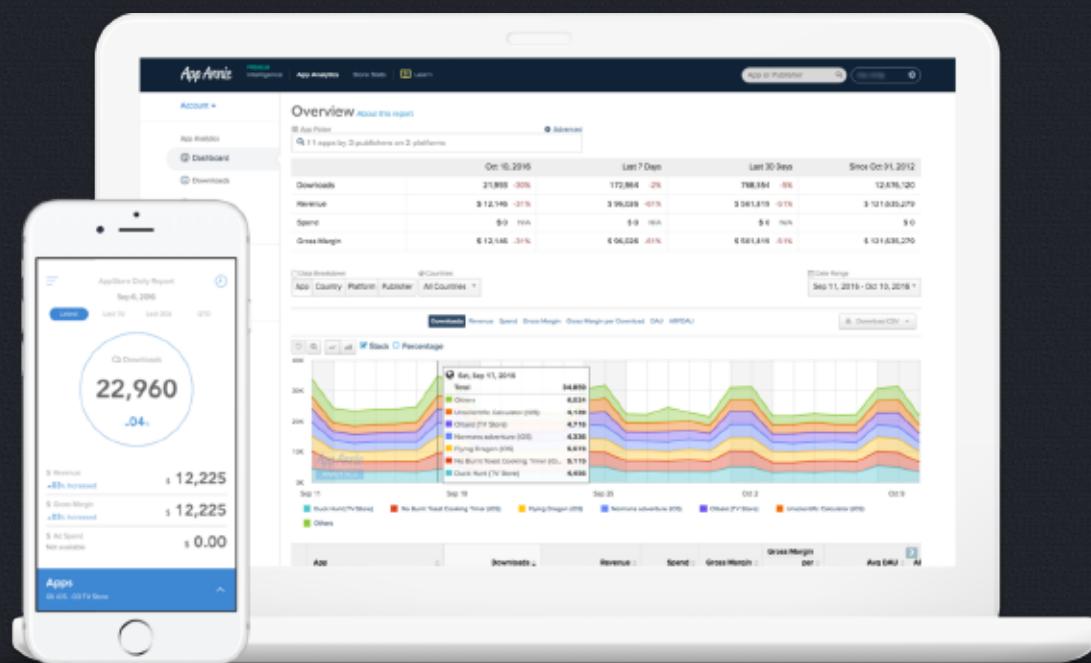


http://v.youku.com/v_show/id_XMTcxNzA3MjEyMA==.html



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. It displays a table of assets shared with various users. The columns include 'Sharing data with', 'Assets', 'Status', and 'Actions'. A red circle highlights the 'New Share' button in the top right corner of the table header.

| shared with user status | Sharing data with | Assets | Status | Actions |
|-------------------------|-------------------|--------------------------------------|---------|-------------------------------------|
| existing & active | Username (Email) | Appa->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) | Appa->Ad Revenue->Ad Campaign->Books | Active | - |

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

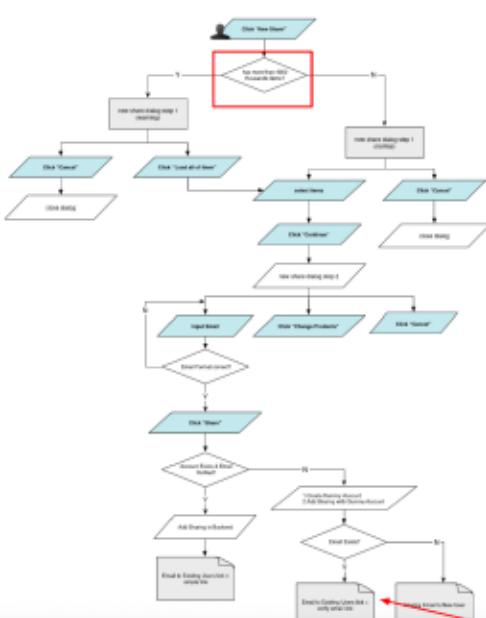
- ① **Assets:**
Assets display platform and number
Platform order is Apps->Ad Revenue->Ad Campaign->Books

- 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 screenshot shows the 'New Share' dialog. It has two main steps: 'Select Products' and 'New Share'.

- Select Products:**
 - ① When user open the dialog, load all items he has and expand all items too.
 - if he doesn't have apps, hidden apps bar.
 - if he doesn't have books, hidden books bar.
 - ② click this icon to select all items or unselect all items.
 - click this icon or the whole bar to collapse and expand the items.
 - when user collapses or expands apps bar or books bar, should keep previous settings of account bar.
 - ③ 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.
 - ④ Display selected apps number and selected books number, and update them dynamically.
 - if user only select one category, just display its number of this vertical.
 - if user hasn't select any items, the 'Continue' button is disabled.
- New Share:**
 - ⑤ If user has lots of items, he can scroll the scrollbar to view them.
 - ⑥ User can click 'Change Products' to back step 1.
 - ⑦ When user enter step 2, mouse focus on this email input.
 - ⑧ Need to update?
 - When user click 'Need to update' link, it will open a new tab and link to "User Settings"

PORTFOLIO - WEB DESIGN

2. Modify Share

The flowchart illustrates the 'Modify Share' process. It starts with a user selecting 'Modify Share' (User 'Modify'). This leads to 'Modify share dialog step 1' (User 'Modify'), which includes 'Select Product' and 'Send Email'. The 'Select Product' section lists products like 'Animal Effects - Stamp Animal' and 'App Annie Index Ultimate Collector'. The 'Send Email' section shows 'To' (jimmy.liu@outlook.com) and 'Subject' (I've updated the app data shared with you on App Annie). A red box highlights the 'Modify' button. The process continues through 'Modify share dialog step 2' (User 'Modify') and 'Sharing Step 1' (User 'Modify') to 'Sharing Step 2' (User 'Modify').

1 If user click "Modify" action, will open step 1 of share dialog and automatically select shared items.

2 User can choose send an email to notice people whom he share with.

3 this link is able in this situation.

3. Copy Share

The flowchart illustrates the 'Copy Share' process. It starts with a user selecting 'Copy Share' (User 'Copy Share'). This leads to 'Copy Share dialog step 1' (User 'Copy Share'), which includes 'Select Product' and 'Send Email'. The 'Select Product' section lists products like 'Animal Effects - Stamp Animal' and 'App Annie Index Ultimate Collector'. The 'Send Email' section shows 'To' (jimmy.liu@outlook.com) and 'Subject' (I've shared some app data with you on App Annie). A red box highlights the 'Copy Share' button. The process continues through 'Copy Share dialog step 2' (User 'Copy Share') and 'Sharing Step 1' (User 'Copy Share') to 'Sharing Step 2' (User 'Copy Share').

1 If user click "Copy Share" action, will open step 1 of share dialog, and already highlight the items user has selected.

4. Revoke Access

The flowchart illustrates the 'Revoke Access' process. It starts with a user selecting 'Revoke Access' (User 'Revoke Access'). This leads to 'Revoke access dialog step 2' (User 'Revoke Access'), which includes 'Select Product' and 'Send Email'. The 'Select Product' section lists products like 'Animal Effects - Stamp Animal' and 'App Annie Index Ultimate Collector'. The 'Send Email' section shows 'To' (jimmy.liu@outlook.com) and 'Subject' (I've updated the app data shared with you on App Annie). A red box highlights the 'Revoke Access' button. The process continues through 'Revoke access dialog step 1' (User 'Revoke Access') and 'Sharing Step 1' (User 'Revoke Access') to 'Sharing Step 2' (User 'Revoke Access').

1 If user click "Revoke Access" action, will open step 2 of share dialog. User cannot back to step 1 in this dialog.

PORTFOLIO - ONE PAGE DESIGN

ONE PAGE DESIGN

The portfolio displays a single-page website for a financial platform, featuring a navigation bar, a main banner, a central content area with multiple sections, and a footer.

Top Navigation: 值得投 (Homepage), 账户 (Account), 理财 (Finance), 黄金 (Gold), 企筹 (Corporate Finance), 海外 (Overseas), 调查 (Investigation), 关于我们 (About Us), App 下载 (App Download), 登录 (Login), and 注册 (Register).

Banner Section: "汇理财, 多赚点" (Hui Lai Cai, More Earnings) and "汇集优质理财平台, 让您不再“大海捞针”" (Gathering high-quality wealth management platforms, no longer "sea fishing"). Includes a "开始赚钱" (Start Earnings) button and a small logo for "金融理财网" (Financial Wealth Management Network).

Asset Allocation Section: Shows a tablet displaying a complex dashboard with a pie chart and various investment categories. Text: "资产配置 在这里真正实现" (Asset allocation is truly realized here).

活期理财 (Liquidity Management) Section: Shows a teal box with "网利宝" (Net Profitable) and a yield of "3.55%" (Historical annualized return 3.55%). Includes a "马上投资" (Invest Now) button and a "开始理财" (Start Managing) link.

固收理财 (Fixed Income Management) Section: Shows a grid of three investment products with 12-month yields of 10% + 4% and 10% + 5%. Includes a "立即购买" (Buy Now) button and a "查看更多" (View More) link.

黄金 (Gold) Section: Shows a gold bar icon with "黄金 第二种不动资产" (Gold, the second form of immovable assets). Includes three options: "定期黄金30天" (30-day定期 gold), "活期金" (Current gold), and "新手专享14天" (Exclusive for new users 14 days). Each option shows a yield, current price, and a "立即购买" (Buy Now) button.

ONE PAGE DESIGN

上门量体西装第一品牌

平一西装

低至1999元

立即定制

上门服务
价格查询
实物选样
做工完美
针扣姓名
量身定制

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，便只能深定制画上等号。平一定制精选上百种高档面料，由资深设计师一对一对服务。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

CERUMBISSI DORNIER Ermengildo Zegna HOLLAND & SHERRY Loro Piana SCABAL

客户的信任是对我们最大的回报

2810
本月成单

5032
累计成单

87
本周成单

99%
客户满意度

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

Shutterstock

上衣 裤子 马甲

MARKETING DESIGN



ILLUSTRATION



THANK YOU FOR YOUR TIME

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