

WEIRAN ZHOU

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Portfolio: <https://weiranzhou.github.io/>

EDUCATION

UNIVERSITY COLLEGE LONDON, London, UK

MSC Disability, Design and Innovation

2022 – 2023

Collaborative teaching by London College of Fashion and Loughborough University London

NANJING UNIVERSITY OF SCIENCE AND TECHNOLOGY, Nanjing, China

BEng Industrial Design GPA: 3.57/4.0

2018 - 2022

INTERNSHIP

DEFTLI LTD

London, UK

UX Designer

February 2023 – April 2023

- Created and maintained the design system for UI of the SaaS product, improving the current interface with a user-centred mindset. Designing web interfaces for task management and comment functions for financial companies, resulting in higher efficiency in operating the application and positive user feedback.
- Utilised Figma to create high-fidelity prototypes and effectively communicate UX concepts to product managers and the development team.

UCL SUSTAINABILITY

London, UK

Food Sustainability Ambassador

November 2022 - April 2023

- Collaborated with UCL's food contractor, Gather & Gather, to drive forward sustainable change on waste sustainable change and reduce waste contamination on campus.
- Led user research using mixed methodologies, including desk research, questionnaires, observation and interviews, to identify pain points in waste recycling on campus and implemented solutions to improve waste management based on user needs and feedback.

TOUCH SPACE CO. LTD

Beijing, China

Product Designer

November 2021 - March 2022

- Designed an educational toy with a focus on functionality and aesthetics for children to learn sexuality education.
- Conducted thorough online research to gather information about the target audience and professional sexuality education knowledge the toy potentially conveyed, which were incorporated into the design process.
- Attended weekly meetings with senior partners to discuss design outcome and delivered product design ideas efficiently. Created online posters to visually communicate educational information and increase engagement.

SELECTED PROJECTS

CIRCULAR 360 + OATLY PACKAGE RECYCLE SCHEME

Beijing, China

Team Leader

October 2021 - December 2021

- Led an inter-professional team to create a coffee shop pilot program that significantly improved the recycling rate of packaging boxes.

- Conducted extensive research, including case studies, research on partners and user journey map, to develop a service design plan for transparent and gamified recycling processes. Successfully delivered the plan through a comprehensive service blueprint.

MAYLOVE SEXUALITY EDUCATION SUMMER CAMP

Shenzhen, China

Participant

August 2021

- Collaborated with peers and experts to design innovative educational materials for preschool children, focusing on reducing gender stereotypes.
- Designed a prototype of a dress-up card game to reduce gender stereotypes among children, which was proven popular among children during the design exhibit.

PETIU: PET FAREWELL SYSTEM SERVICE DESIGN

China

China Collegiate Computing Contest - Mobile Application Innovation Contest -Third Prize May 2021 - August 2021

- Led the project, designing an innovative pet funeral service system that incorporated flowers and the concept of rebirth.
- Conducted user research, including questionnaires for pet owners, in-depth interviews and qualitative and quantitative data analysis, to identify user needs and visualized them through user journey maps, providing strong support for project design.
- Utilized UX design principles to create information architecture, low-fidelity and high-fidelity interfaces, and iterated through user testing, including and incorporating suggestions from judges.

EXTRACURRICULAR

MUSEUM OF THE HOME

London, UK

Volunteer of Night Event

September 2022

- Assisted staff and designers in preparing materials for a banner-making workshop.
- Instructed visitors on badge-making and facilitate efficiency of process. Helped visitors in the museum with enquiries.

STUDENTS' ASSOCIATION UNION

Nanjing, China

Promotion Dept.

September 2018 - September 2019

- Learned practical design skills for designing promotional materials including posters and online articles and editing videos.
- Planned and organized on-campus club fairs and holiday events on a school-wide scale.

ADDITIONAL SKILLS

- **TECHNICAL SKILLS:** Efficient: Figma, Photoshop, Adobe Illustrator, Premiere Pro; Elementary: Python, CSS
- **LANGUAGE SKILLS:** Chinese (Native), English (Fluent)
- **INTERESTS:** Photography, Piano, Double Bass