

Zero Lu *Product Designer*

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About

Product designer experienced in designing, evaluating and shipping novel user interfaces. Specialized in novel interaction design for VR/AR with 5+ years of experience. My specialty in programming enables me to turn concepts to polished prototypes quickly. Use user-centered approaches to conduct research driven design.

Professional Experience

Xim Industry Inc., Interaction Engineer

2018 Nov – present
Guangzhou, China

- Led and shipped Holo Museum 📄, an educational AR experience. It became the major income source of Ximmerse
- Led the design of Blaster 📄, the world's first co-op shooter in MR. Acquired by NetEase Games 📄.
- Wrote mixed reality design guidelines 📄 for Ximmerse developers
- Filed dozens of interaction design related patents
- Published on ISMAR' 19 Demo 📄 during my spare time

Huawei, User Experience Engineer

2017 Nov – 2018 Oct
Shenzhen, China

- Received Best New Employee award in UCD

Xim Industry Inc., Interaction Research Assistant / Project Manager

2016 – 2017 Sep
Shenzhen, China

- Successfully managed the development of *Star Wars: Jedi Challenge* 📄 with Disney. It's the first and still the best-selling consumer AR headset.
- Issued patents about VR interaction and AR optics

NetEase, Front Engineering Intern

2015 Feb – 2015 May
Hangzhou, China

- Shipped a feature in Mail Master 📄 app which has more than 40 million DAU

Education

Technische Universiteit Eindhoven, Industrial Design

2015 – 2017
Eindhoven, Netherlands

- Full tuition fee + 5000 euros/year from ALSP scholarship
- Relevant coursework: Constructive Design Research, Data Visualization

Zhejiang University, Industrial Design

2012 – 2016
Hangzhou, China

- Skipped the final year of Bachelor for excellence. GPA: 3.91/4.0
- Relevant coursework: Creative Coding, Information Product Design

SUTD, Engineering Product Design

2014
Singapore

- Received full tuition fee + scholarship
- Volunteered in LEARN program with visits to local elderly

Skills

Interaction Design

Prototyping (with Unity)

Project Management

User Centered Design

Visual Design

Publications

WatchAR: 6-dof Tracked Watch for AR Interaction, *ISMAR Demo* [↗](#)

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