



Jianan (Chloe) Du

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CONTACT

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TOOLS

Sketch
Principle
Adobe Photoshop
Adobe Illustrator
InVision
Axure RP
OmniGraffle
Balsamiq
Framer
iMovie
Adobe Indesign
After Effects
Adobe Premiere
HTML5
CSS3
Zeplin

SKILLS

Visual Design
User Experience Design
Interaction Design
Illustration
Branding & Identity
User Research
Information Visualization
Wireframing
Motion Graphics
Information Architecture
Usability Testing
Project Management
Market Research
Concept Development
Social Media Marketing
SEO
Entrepreneurship

SUMMARY

Detail-oriented with a strong grasp of user-centered design principles. Passionate about crafting engaging, usable, and delightful user experiences and able to see the big picture. A strong believer that design makes everything possible.

EXPERIENCE

UX Designer II / Zscaler, Inc 2016 - Present

- Design the next generation of network security spread across iOS, Android, Web, PC/Mac, and Cloud; successfully delivered 46 projects.
- Joined the product team as the second designer, dedicated to cloud services while the business grew through IPO, and ultimately supported over 2,800 enterprises globally.
- Responsible for the full lifecycle of design, including design concepts, wireframes, user flows, interactive prototypes, animations, mockups, usage scenarios, task analysis, style guidelines, specifications, and other product design deliverables.
- Partner with product managers, engineers, marketing specialists, and content strategists to bring consumer-like ease to large-scale enterprise products.

Product Designer, Co-founder / Tripalink, Corp 2015 - 2016

- Led a team of five to research, design, and build a used car trading platform for people to list and buy used cars across the web and mobile, including iOS and Android.
- Responsible for planning, scoping, and directing design for products and designing everything across the company, including projects in web, mobile, marketing, advertising, public relations, apparel, and interior design.
- Translated business needs, merchandising, and marketing methods into creative strategies and developed strong solutions for current and future growth.

UI/UX Designer / SpringRole, Inc at Science, Inc 2015 - 2016

- Delivered over 10 products individually from conceptual ideas to profitable products for startups at Science, including SpringRole and Handstand.
- Created user-centered designs by considering market segment, customer feedback, site metrics, and usability findings, designed wireframes, user flows, information hierarchy, and mockups optimized for a wide range of devices and interfaces.
- Helped entrepreneurs define product vision and built products from scratch across variety of industries (recruitment, fitness, fin-tech, e-commerce etc.).

EDUCATION

University of Southern California / Los Angeles, CA 2015
Master of Planning

Beijing University of Technology / Beijing, China 2013
Bachelor of Engineering

