YUNYU ZHOU

PRODUCT DESIGNER

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WORK EXPERIENCE

UX Designer | PatPat

Nov 2017 - Jun 2019

- Led the design of PatPat's mobile and desktop websites with 4.5 million monthly active online shoppers, increased the conversion rate of the add to cart process by 12.5%.

- Redesigned PatPat iOS app's category page, product list page and product detail page, changes result in the app featured by UK Apple App Store in September 2018.

- Conducted secondary research about the online shopping habits of Brazillian people, redesigned the payment process to scale up the Brazilian market by 4 times.

- Collaborated closely with other designers, product managers, engineers and marketing team to build and ship features.

Digital Marketing Specialist | PatPat

Nov 2016 - Oct 2017

- Used Google Adwords, Google Analytics and Facebook Pixel to run advertising campaigns to drive sales, generating $1 million sales/ month with an ROI of 2.8.

PROJECTS

Lucidchart Onboarding

Sep 2019 - Dec 2019

- Collaborated in a team of 4 to improve Lucidchart's onboarding experience. Facilitated the team meetings and ensured a collaborative environment for all team members to contribute efficiently.

VR Hands

Oct 2018 - Dec 2018

- Designed a VR interaction model for Google Daydream that enables users to use hands to interact with VR contents directly.

EDUCATION

Indiana University Bloomington

May 2021 / Indiana, US
MS, Human Computer Interaction/Design

National University of Defense Technology

June 2016 / Hunan, China
BA, Foreign Language and Literature

SKILLS

Wireframing
UI Design
Rapid Prototyping
Motion Design
Usability Test
User Interview
Secondary Research
3D Modeling
HTML/CSS

TOOLS

Sketch/Figma
Principle
Blender
Photoshop
Illustrator
After Effects
Final Cut Pro