

Zonglin Zuo

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EDUCATION

Cornell University, College of Computing and Information Science

Ithaca, NY

Master's in information science: User Experience & Marketing

Expected May 2025

- **Achievements** – Conference Travel Grant, Ubicomp 24' Best Poster Award

University of Washington, Information School

Seattle, WA

Bachelor of Science in informatics: Human-Computer Interaction

Sep 2021 – Jun 2024

- **Achievements** – Magna Cum Laude (top5%), Annual Dean's List, Major GPA 3.98/ 4.0

RELEVANT EXPERIENCE

Google Cloud Product Discovery, Google Sponsored Project

Ithaca, NY

UX Designer & Project Manager

Aug 2024 – Dec 2024

- Redesigned product catalogue for technical users to refine navigation and decision-making, enhancing their browsing experience
- Conducted 8+ competitive analyses and UX audits, pinpointing 5 critical user experience gaps and implementing enhancements that boosted browsing efficiency and product evaluation.
- Developed user personas uncovering 9 critical user needs—including code samples, pricing transparency, and documentation—that guided the design of 4 core user journeys and extreme case
- Led 6 cross-functional stakeholder interviews to identify industry-specific challenges and refine content strategies, introducing features of hashtags, explainer videos, and business cases, increasing user engagement.
- Applied Agile methodologies to create a research report and interactive prototypes in Figma, featuring dynamic filters, AI-driven recommendations, and side-panel evaluations for 5 critical user flows, earning 90% positive feedback from clients

Research Center for AeX, Future Lab, Tsinghua University

Beijing, China

UX Researcher Intern

July 2023 – July 2024

- Published and presented a pet-centered prototype at Top-tier HCI Conference, demonstrating how LLM-based smart collar enable pets to express themselves and interact with owners, thereby enhancing emotional connections.
- Developed a Python web crawler to extract 200+ data rows from social media and used affinity diagramming to reduce data complexity by 75%, facilitating 20 design innovations and identifying 5 practical user scenarios
- Conducted 10 user interviews and 6 A/B tests to gather insights, simplify large language model outputs, and optimize platform selection for social media applications, increasing usability by 80%
- Collaborated with researchers and developers to design and iterate prototypes, successfully launching a Minimum Viable Product (MVP) within 3 months and aligning with project milestones

Interpersonal Communication Research, University of Washington

Seattle, USA

Research Assistant

Nov 2023 – Jun 2024

- Developed two experimental websites leveraging OpenAI APIs for AI-user and user-user interactions, conducting A/B tests to evaluate the impact of AI-mediated communication (AIMC) tools.
- Processed and analyzed 226 high-quality diary entries over a one-week study, revealing a mean satisfaction score of 7.1/10, highlighted user proficiency growth and positive feedback about AIMC tools' long-term impacts

LEADERSHIP

Food Pal

Beijing, China

Founding Member & UX Engineer

June 2024 – Nov 2024

- Co-founded a startup addressing dysphagia with solution including a desktop robot and APP that detects swallowing behavior.
- Led user research and designed low-/high-fi prototypes, pitching the pilot-ready solution to 5+ investors and industry leaders.

SKILL

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- **Design:** Figma, Miro, Fusion, A/B Testing, User Research, Prototyping, Usability Testing, Visual Design
 - **Programming:** Python (Pandas, NumPy, Beautiful Soup), R, JavaScript (React, Node.js), HTML/CSS, SQL