

Fiona Zhou

Product Designer | UX Researcher

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EXPERIENCE

Product Designer / DMS International

Nov 2018 - June 2019

- Develop branding, copywriting, marketing and UX strategies to attract new clients for business innovation services, effectively transforming 20+ web pages to 6 for better SEO and usability, as well as seamless new hire onboarding processes.

UX/UI Designer / Page Design Group

Nov 2018 - Jan 2019

- Conducted UX research and quantitative analysis on survey data of 200+ users for client RegionalSan's intranet redesign, increasing efficiency by condensing 70+ homepage links to 10.
- Took initiative to spearhead copywriting and branding to create PDG design system, successfully launching website maintenance pages and services, decreasing estimated launch date by 6 months.

UX/UI Design Intern / Quantum Growth Works

Oct 2018 - Dec 2018

- Redesigned prototypes and developed new web/mobile prototypes using competitive analysis for Cardinal, an insurtech startup aiming for over 1 million policies and accounts at launch.

Software Support Engineer / Trimble

Oct 2015 - Dec 2018

- Developed a knowledge base and forum for SysQue, an Autodesk Revit extension that provides a database of 6 million+ actual manufacturer products for MEP Engineers to use in construction workflow, on Zendesk and Salesforce platforms with 200+ user friendly product and technical documentations for 1000+ users.

Graphic Design Marketing Intern / ZigZaGame Inc.

July 2018 - Sep 2018

- Created a 6-month social media strategy for ZigZaGame's original game, Evertale, an in-development mobile game to deliver engaging promotional material for new user acquisition and a retention of over 500k followers.
- Designed 50+ ads using comparative market research to curate weekly game events on NeoMonsters and Sengoku Asuka for over 200k players, boosting spending rates, and increasing click-through rates by 175%.
- Researched, designed and A/B tested 5 versions of mobile app store screenshots across multiple platforms to increase user conversion and download rates.

EDUCATION

B.A. Design

2015 - 2018

University of California, Davis

SKILLS

Formative Research

User Interviews
Survey/Observation
Competitive Analysis
Qualitative Analysis

Generative Research

Concept Mapping
A/B Testing
Personas & Scenarios
Sketching
Prototyping

Summative Research

Usability Testing
Workflow Optimization
Proposition Evaluation

TOOLS

Designing

Sketch
InVision
Photoshop
Illustrator
InDesign

Coding

HTML/CSS
Javascript