Fiona Zhou
UI/UX Designer | Web Developer

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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

Full Stack Web Developer
June 2019 – Nov. 2019
UC Davis Continuing and Professional Education

TOOLS

Designing

Sketch
InVision
Balsamiq
Axure
Zeplin
Figma
Adobe XD
Adobe Suite

Coding

HTML/CSS3
Javascript
jQuery
Bootstrap
Node.js
Git
Command Line