



Zhang, Lei(Alain)

Alain has served as a highly self-motivated Senior UX Design Expert and product design leadership roles in Global Fortune 500 corporations, Wanda Financial Group, Tencent, and State Street. He is passionate and committed to delivering top level user experience to the product that make user feel reliable and elegance.

Mobile: +86 152 0712 3890

WeChat: igo903

E-mail: zanglei903@gmail.com

2008 - 2012



Senior UX Interaction Designer, Team Leader

- SSgA.com version 3.0 upgrade;
- IMC client management center project;
- SPDRs.com version 7.0 Redesign;
- FactSheet Redesign;
- SSgA iPad App;
- SSgA Annual Internal Magazine;
- With 1 year U.S. business trip working experience in Boston Headquarter and NY branches.

2012 - 2015



Senior UX Interaction Designer

- Tencent TenPay payment progress upgrade;
- Tencent Stock Portfolio version 1.2 - 2.0;
- Open QQ developer platform;
- QQ Movie Ticket app 1.0;
- QQ Browser app 3.0;
- QQ Contacts app 2.0;

2015 - 2016



Senior UX & Product Design Manager

- China Mobile 10086 mobile app;
- China Mobile 10086 Web platform;
- China Mobile 10086 WeChat official account platform;
- Asialinfo eCommerce platform;
- Asialinfo Industry Internet Transformation;

2016 - Present



Senior UX & Product Design Manager

- 99Bill Payment process upgrade;
- FFan app public transport charging fee version design;
- 99Bill App design upgrade;
- FFan App 5.0;
- Wanda Quantitive Analysis project;
- Wanda Big Data Advisor platform;
- Wanda Blockchain Hyper-ledger Innovation project;
- Wanda Big Data Wide Screen Expo project;
- Won the Innovation Team Awards of Wanda Group in 2016;



Wanda FinUX Experience Design Team

Wanda FinUX was founded by me in the fall of 2016 , the team is including roles of Interaction Designer, Visual Designer, User Researcher and UX Engineer. We take the human-centered design as our principle to create positive impact in our financial, e-commerce apps, make our user feel more reliable and elegance.

We defined the problem and pain point of the product by using design thinking process, empathy our user, feeling as user's feeling. We also defined the design style components, frameworks of our apps through our product characters and researched a lot of design languages. After each iteration, we organized the session to share the working experiences and guide the new members based on his personal growth.

Moreover, we attended the UXPA, IxDC industry summit in China, participated the forum proactively and shared our experience in designing financial apps.

Wanda FinUX

首页

案例

服务

联系

Design Garden

Wanda FinUX DSGD是万达金融体验设计团队的一个设计师组织，我们通过海量数据和案例分析产品行业，给出优秀的产品设计解决方案。

了解我们

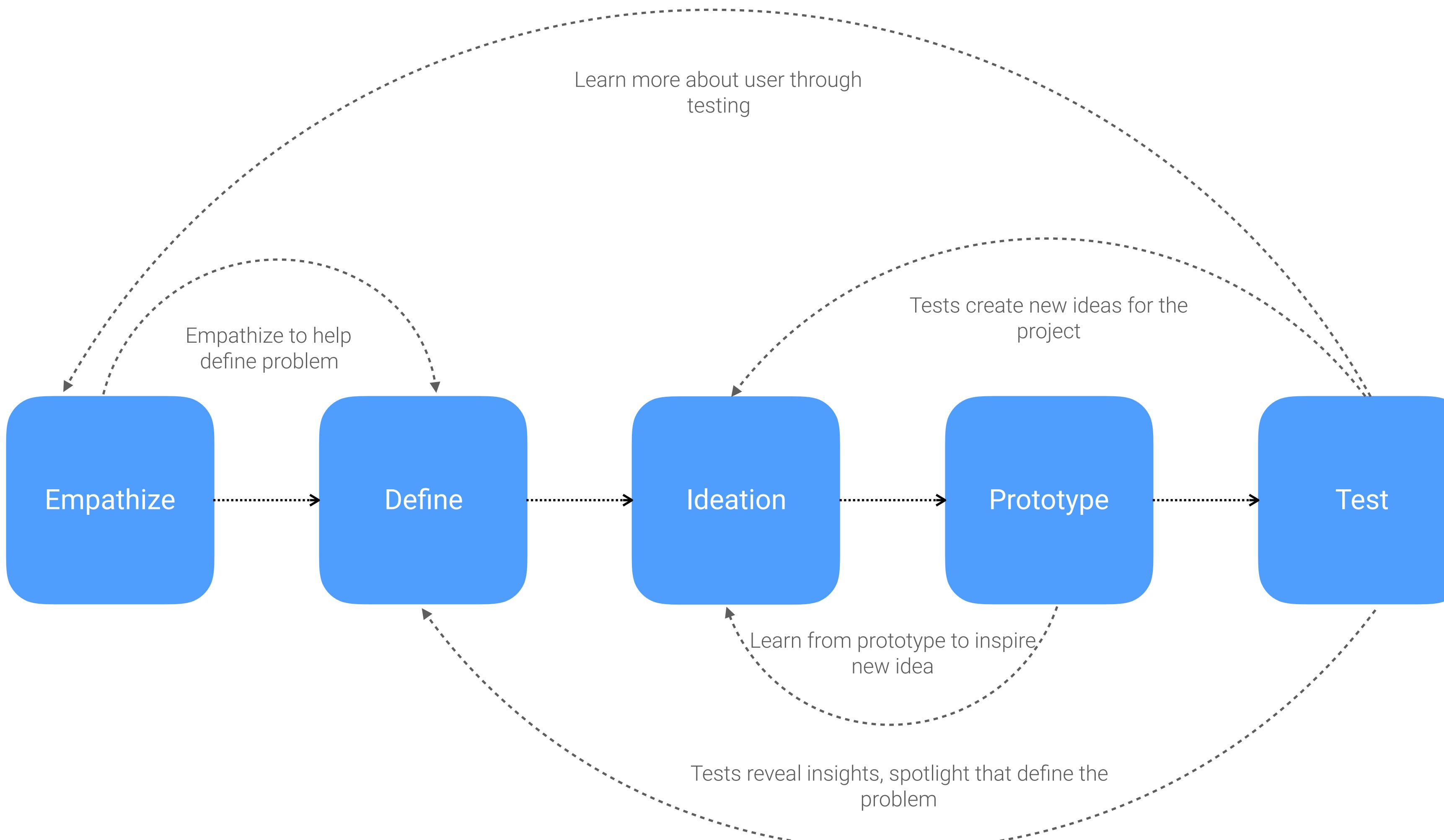


Wanda FinUX - Conceptual Version 2.0

Wanda FinUX followed the design trends by learning the guidelines from Google Design, Apple Design team. We defined the new design language in our system and implemented into our real products. We published it into the Wanda Github for opening download.



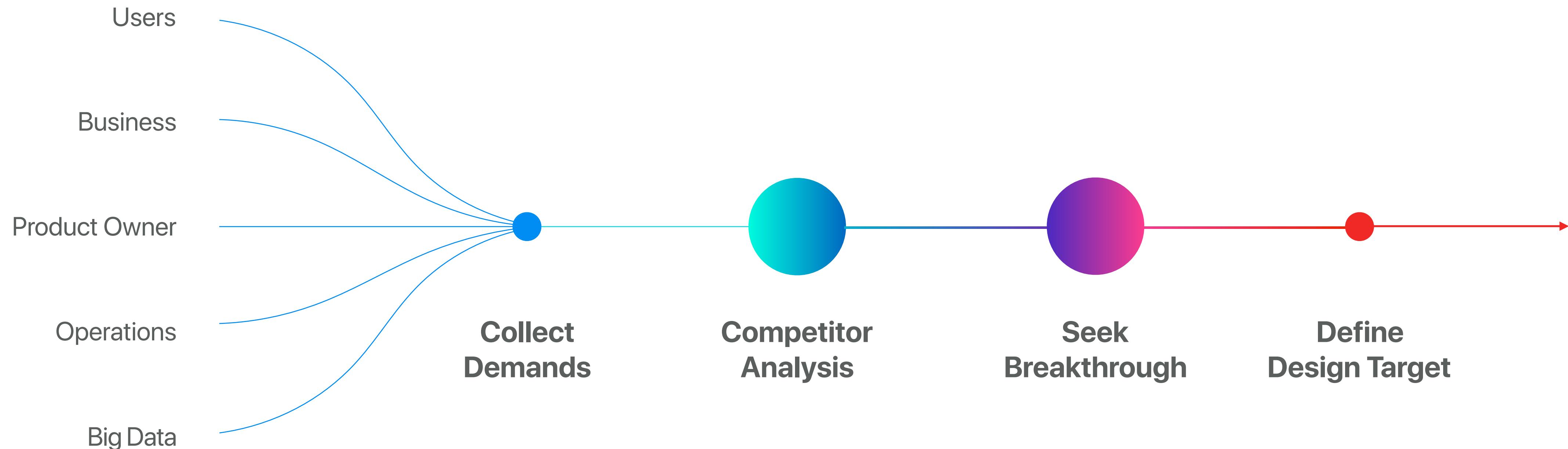
Design Thinking Process in My Daily Work



Product Design Methodology in My Daily Work

We finished each of our milestone iteration through non-linear process below:

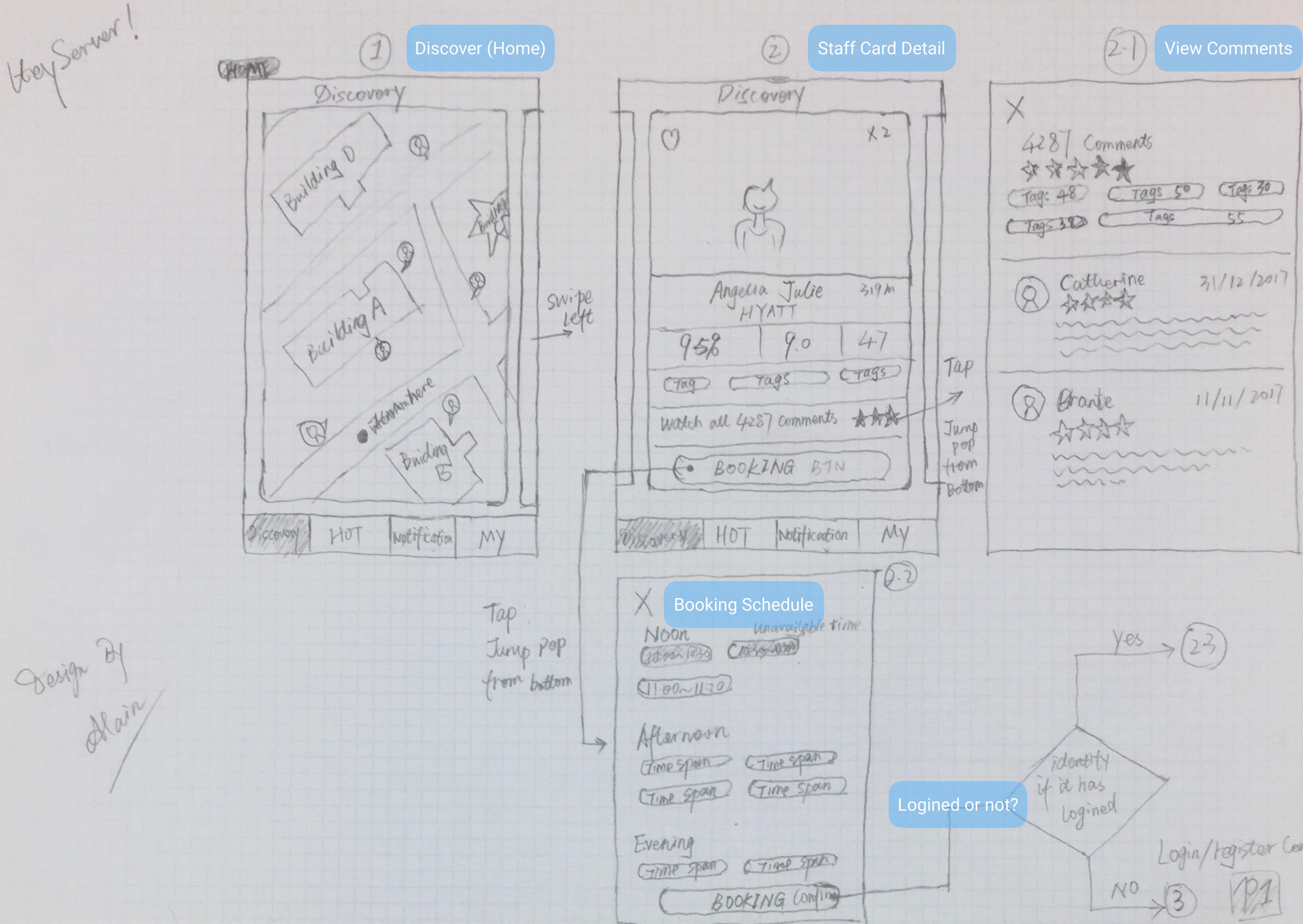
1, Thinking Process; 2, User Research; 3, Defined the Problem; 4, Ideation; 5, Prototype; 6, Test;



Paper Prototyping

We always "getting our hands dirty" though paper prototyping at the various stages of our product design thinking process, and translate our concept, idea into user flows, mockups.

From prototype to product, we ensuring the solution is feasible and viable.



Wanda Financial - Wanda Fortune App

It's an fund, bond investment app first launched in September 2016, the transaction volume had exceeded 10 billion Yuan by the end of 2017.

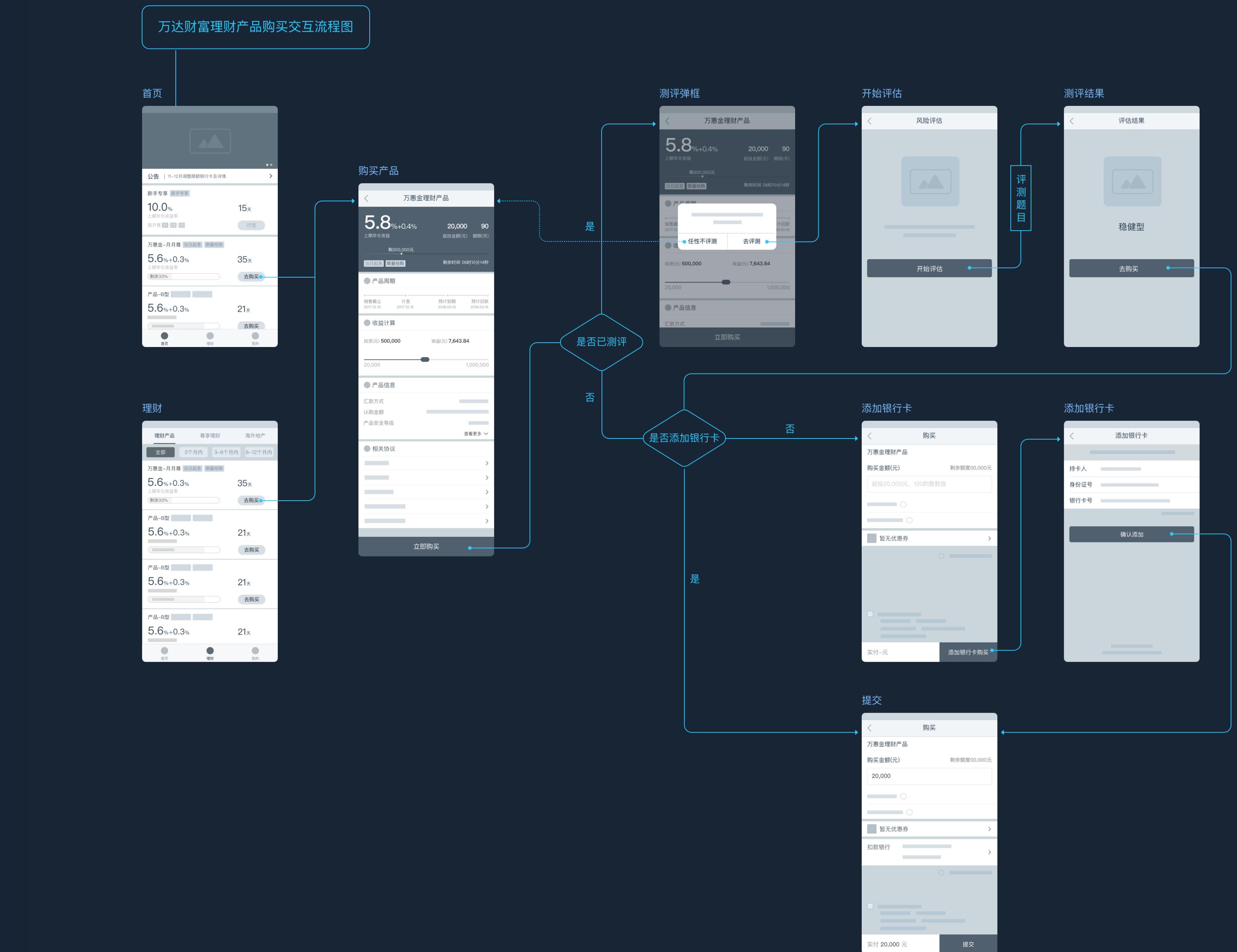
Wanda FinUX Team joined this project from the initial design and problem-solving iteration. We collected huge information from user research, competitor analysis, and pointed out the pain point of this industry. We made judgement and revised our design by the prototype review session, and refined our product experience. Furthermore, we collected the user feedbacks from each iteration, figured out the increasing user's demands as our next design iteration reference. Introduced new features like, Safety Finger Movement, Bind Bank Card, Transaction Reminder, etc.



Wanda Fortune App - Interaction Design Workflow

Wanda FinUX Team learned the property of the financial apps, dive into user research and take user-centered method with sympathize. Understand where is user's pain point, what are user concerning about. Gradually, we designed a reliable and safety investing app with over 10 billion Yuan transaction volume. Thus, it make our team feel joyful, exciting and achievable.

Right side is one part of the interaction design workflow of Wanda Fortune app.



Sketch interface showing two screens: 首页 (Home Screen) and 活动页 (Promotion Screen).

Tools: Insert, Group, Ungroup, Create Symbol, 100%, Edit, Transform, Rotate, Flatten, Mask, Scale, Union, Subtract, Intersect, Difference, Forward, Backward, Mirror, View, Export.

Properties Panel (Right):

- Position: X: 261, Y: 9
- Size: Width: 4, Height: 2
- Transform: Rotate: 0°, Flip: Off
- Radius: 20 px
- No Shared Style
- Opacity: 100%
- Blending: Normal
- Fills: Normal, Blending: 100%
- Borders
- Shadows
- Inner Shadows
- Gaussian Blur

Objects:

首页 (Home Screen):

- Header: 99Bill, 首页, 头部 (highlighted), Divider, Navi, 限额最高30万, Home Logo Here.
- Top Bar: 登录 | 注册, 快钱 (99Bill.com), Bell, Help.
- Icons: 扫一扫, 付款码, 交易明细, 卡券包.
- Section: 支付送奖励金 (Pay & Get Reward), 首笔随机返.
- Section: 信贷 (Credit), 凭身份证, 最高借5万.
- Card: 快易花 - 周周还 (Lowest 0.03% Most Convenient), 低至0.03% 最划算.
- Card: 快易花 - 月月还 (最长分期可分24期), 最长分期可分24期.
- Card: 快易花 - 大额贷 (Loan up to 300,000), 额度最高30万 大额.
- Card: 分期商城 (Installment Shopping), 热门3C商品 免息购.
- Section: 理财 (Finance), 飞凡宝 (Flexible Term), 9.90% (Fixed Term), 零钱理财 随存随取, 新手专享上期年化收益率.
- Bottom Navigation: 基金超市, 保险保障, 首页, 信贷, 理财, 特惠, 我的.

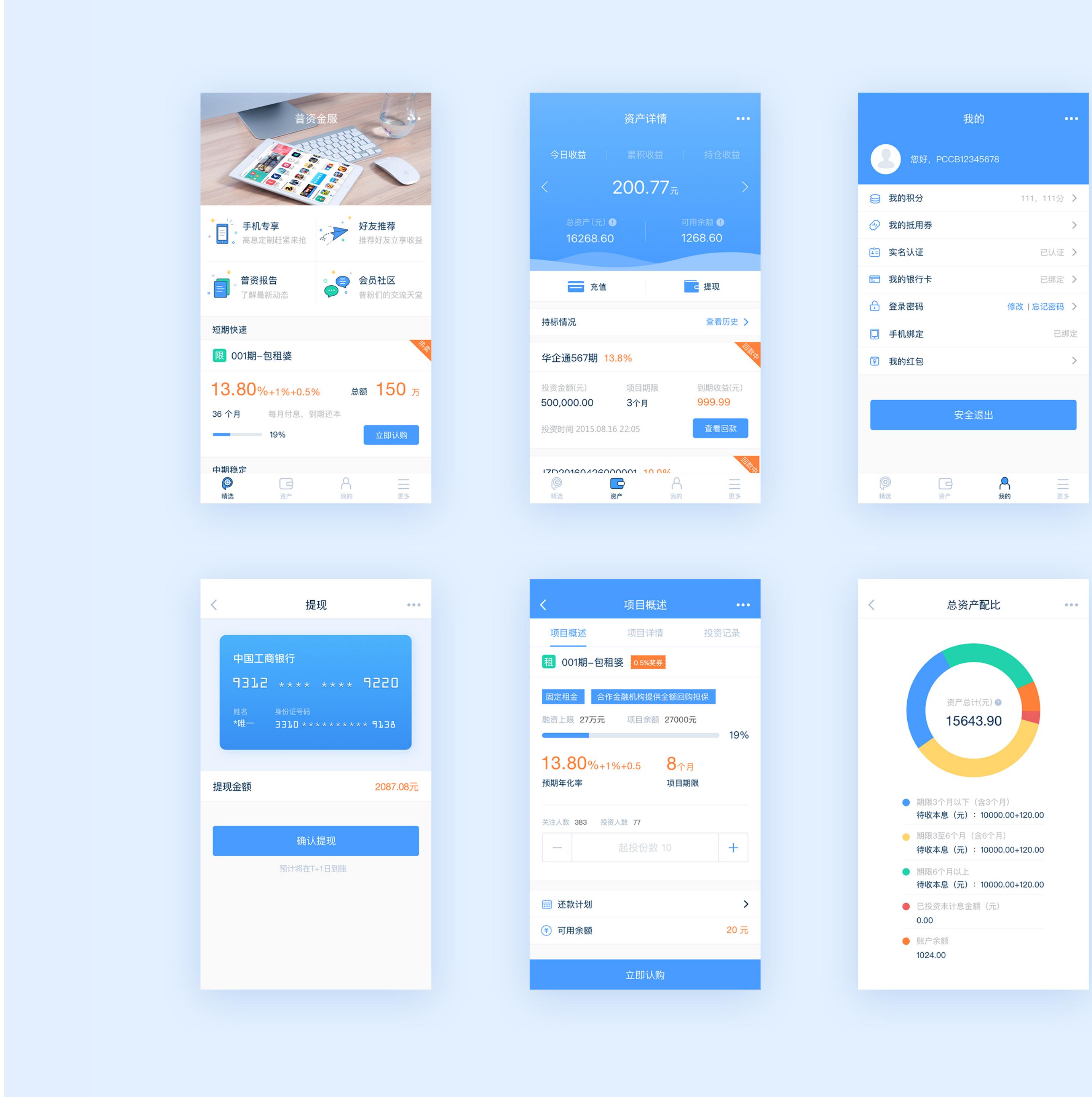
活动页 (Promotion Screen):

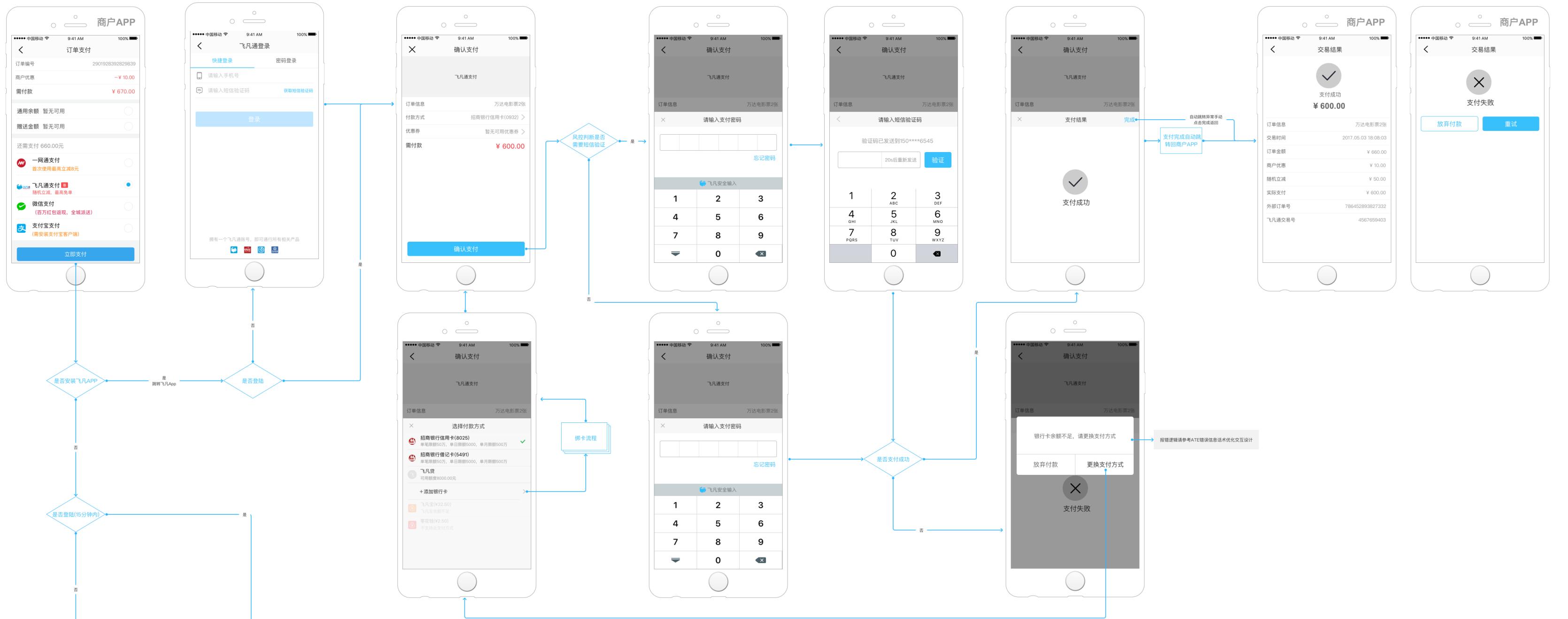
- Header: 飞凡通卡 支付活动.
- Section: 支付送奖励金 (Pay & Get Reward), 天天首笔 随机返.
- Image: Illustration of three people holding phones.
- Text: 立即转入飞凡宝 (Transfer Now).
- Text: 飞凡宝 (Wealth Management), 万达集团旗下活期理财 随存随取 使用飞凡宝支付送奖励金.
- Section: 如何获得奖励金 (How to Get Rewards), 第1步 (Step 1), 转入飞凡宝 边赚边花两不误.
- Bottom Navigation: 活期理财, 飞凡宝.

Wanda Cash Loan App

Wanda Cash Loan app is based on the reputation of Wanda Group. It examined user credit from Wanda big data and provided the financial services to users.

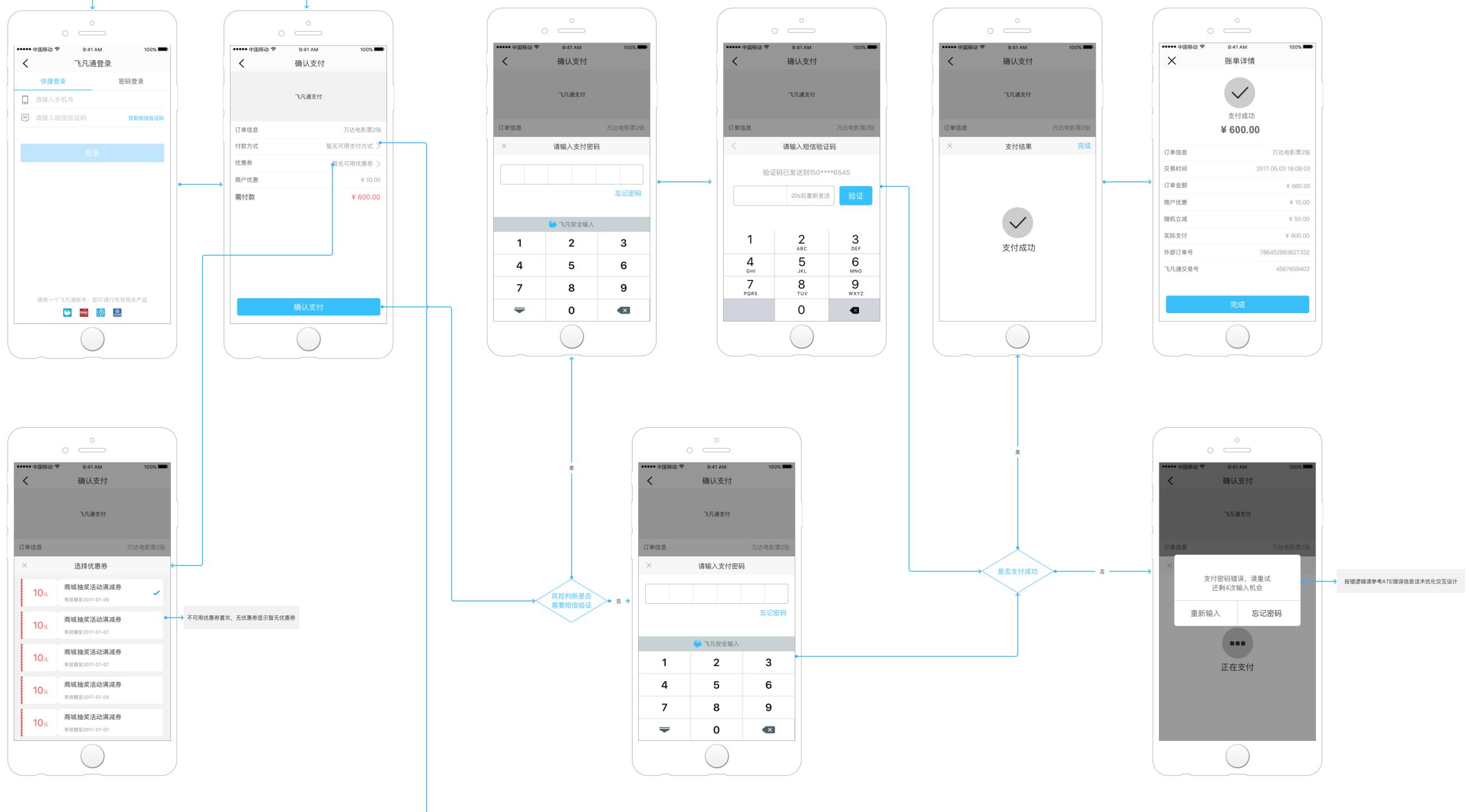
We defined the color theme and the main visual style.





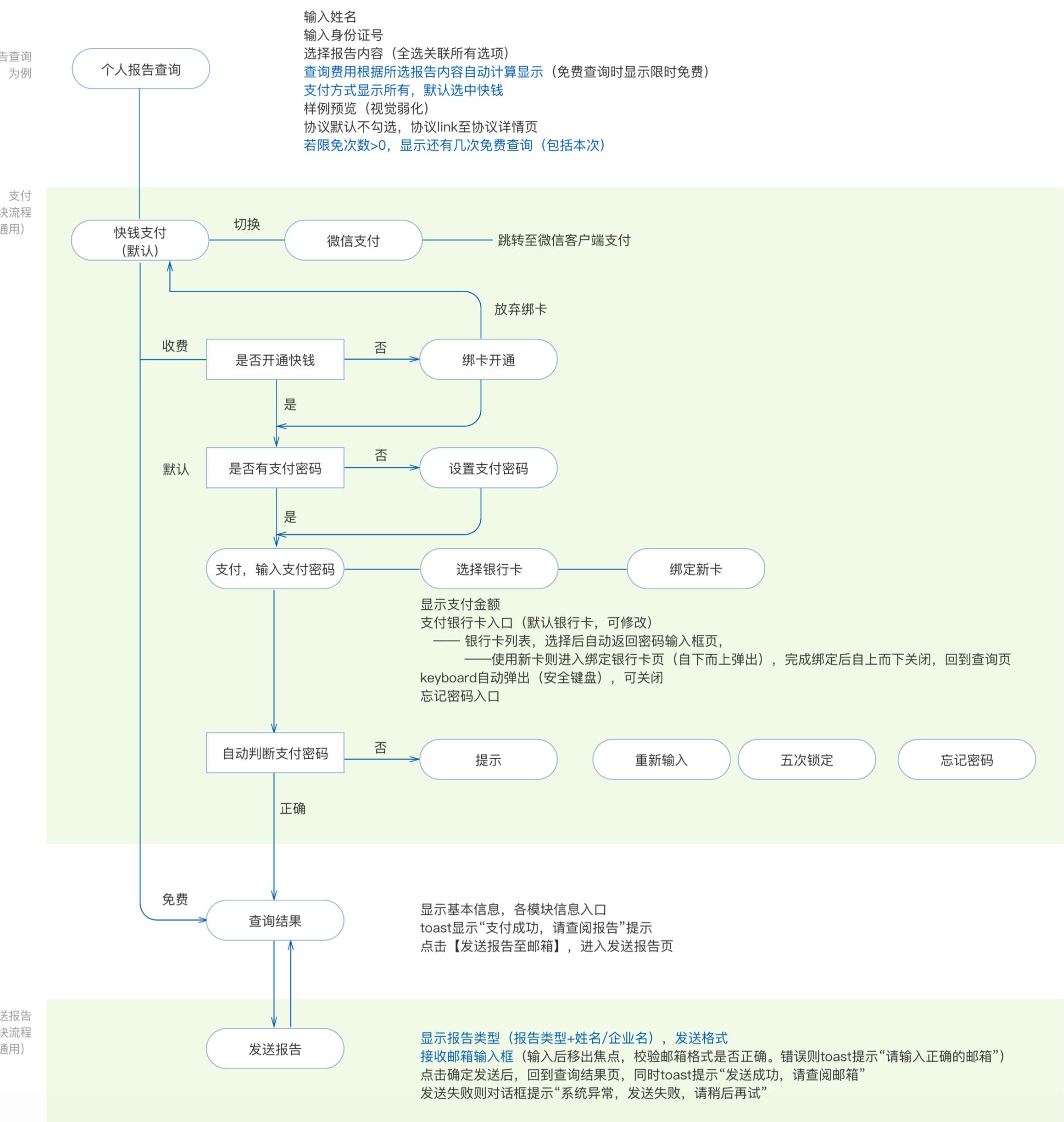
Uniform PayBill Interaction Workflow

This is an uniform pay bill interaction workflow, which is applied into all different apps that have common usage scenario owned by Wanda Group.



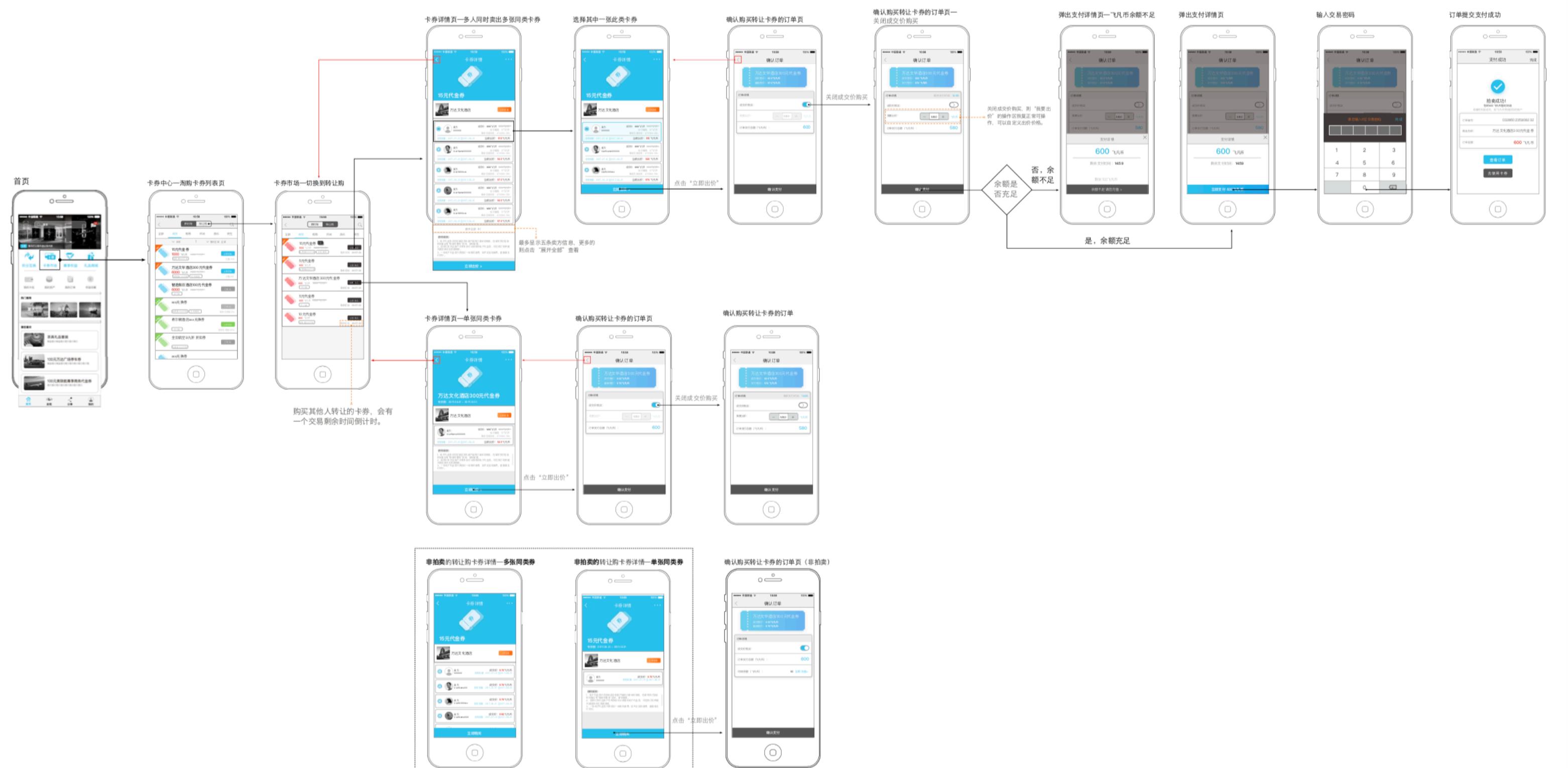
Uniform PayBill Interaction Workflow

This is an uniform pay bill interaction workflow, which is applied into all different apps that have common usage scenario owned by Wanda Group.



Interaction Workflow Design Style Guide

We created the interaction workflow design style guide based on the continually updated demands and the latest Human Design Guideline from Google, Android and iOS.



Wanda Big Data Center - Innovative Project Mockups

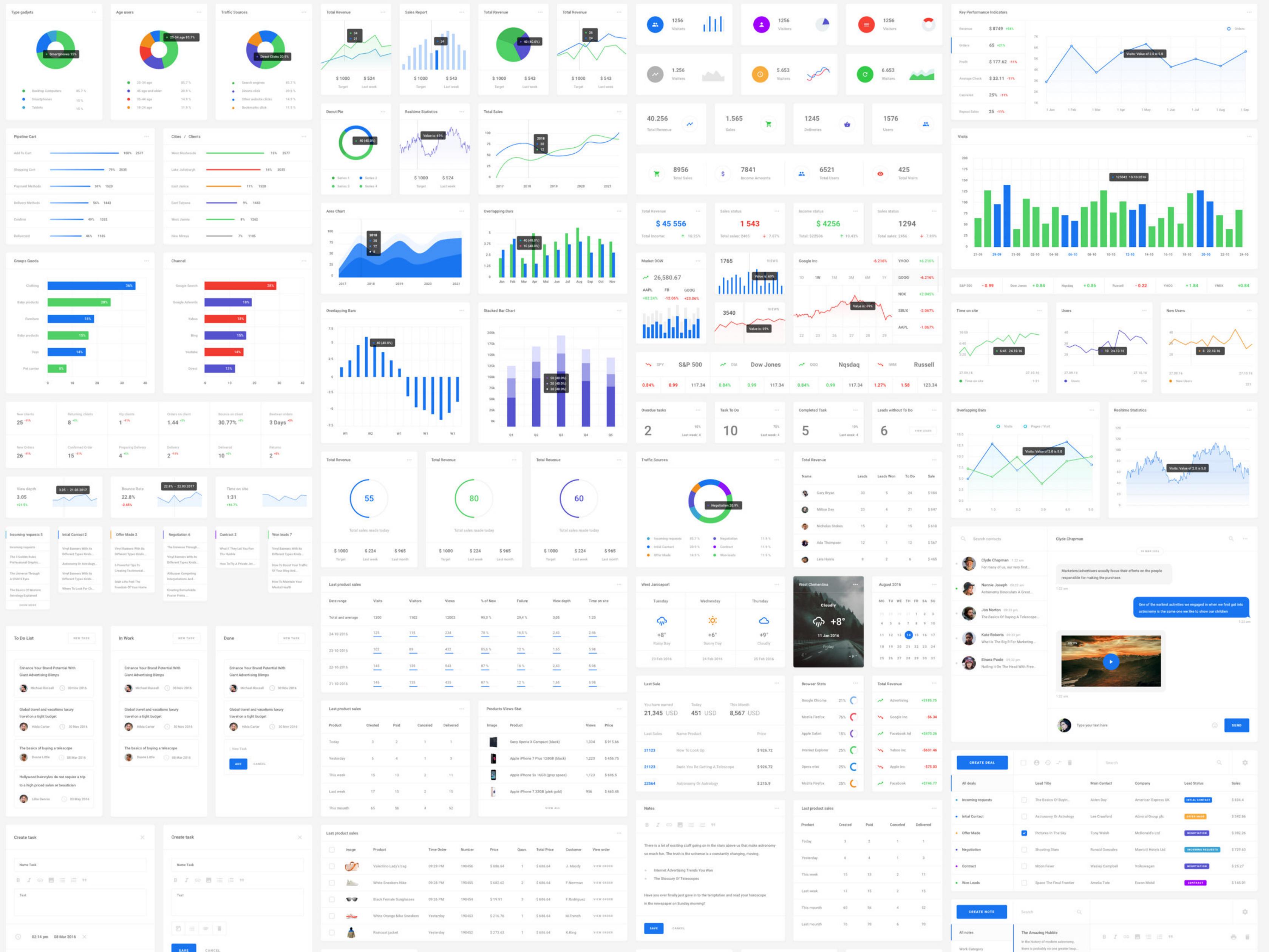
The image displays a grid of 40 mobile application mockups, likely for a Big Data Center project. The mockups are arranged in a 5x8 grid. Each screen shows a different interface with placeholder text and icons.

- Blank Screen:** A simple screen with a large blue button labeled "Start".
- Keypad:** A numeric keypad with additional symbols like #, ., and #.
- Contacts:** A list of contacts with names like John Appleseed and a timestamp of 12:24 PM.
- Timeline:** A timeline view showing posts from users like John Appleseed.
- Calendar (Week and Day):** A calendar showing events like "Skype Meeting" on December 21st.
- Calendar (Month):** A monthly calendar showing events for January.
- Dropdown Navigation:** A navigation bar with items like Home, Profile, Inbox, and Settings.
- Sidebar:** A sidebar navigation with links to Home, Profile, Inbox, Settings, and Logout.
- Compose:** A compose screen for messaging with a keyboard at the bottom.
- Chatting:** A messaging interface showing messages between users.
- Photo Timeline:** A photo timeline with a timestamp of Mon, 16 Sep 2013 10:15 pm.
- Find Friends:** A screen to find friends on social networks like Twitter and Facebook.
- Profile:** A user profile screen showing basic information and a logo.
- Book Store:** A book store interface showing books by author and title.
- Sign In:** A sign-in screen with fields for Email/Address and Password.
- Welcome:** A welcome screen with a "Log in with Facebook" button.
- Product Detail:** A product detail screen for a \$24.99 item.
- Shopping Cart:** A shopping cart screen showing items and a total of \$299.
- Camera:** A camera interface with options for Photo, Video, and Square.
- Map:** A map showing a route from Palais Garnier to Rue Boissiere.
- Sign Up:** A sign-up screen for creating a new account.
- Albums:** A screen showing a list of albums.
- Card Stacks:** A screen showing a stack of cards.
- Logo:** A screen showing the Wanda logo.

Wanda Big Data Center - Web Data Visualization

We designed a web based data visualization template, which had developed as a front-end library in Github. It includes nearly all main form of data styles.

<https://github.com/ludejun/Deep-Viz>





Wanda Big Data Dpt - Super Widescreen Data Visualization

Lead team to design for the Shanghai International Commercial Expo held by Wanda. Redefined the design style guide and showed off in the Expo super widescreen during the opening.



Wanda Big Data Dpt - Super Widescreen Data Visualization

We researched all kinds of Data Visualization components, and figured out the pros and cons of them(E-chart, AntV, Chartjs, etc). Finally, we published our own data visualization library with the UX engineers in Wanda.

Welcome Fork, Star <https://github.com/ludejun/Deep-Viz>

Tencent 腾讯

QQ Stock Portfolio App 1.2 - 3.0

It's the first stock based app published by Tencent. The first design output is based on iPhone4s. We conducted user interview, persona profile, and competitor analysis towards the user in equity industry. We designed a solution as a pioneer, like K line horizontal switch, emotional reminder. During the 3rd version we introduced the third party SNS login method by QQ and WeChat, it enhanced the sociability of the product.



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[Download right now Android](#)


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发送免费短信到手机上点击即可下载

02 手机访问
用手机浏览器访问网站便可直接下载

03 一键安装
点击以下按钮可轻松一键安装自选股



• 精品阅读排版



QQBrowser 2.0, QQ PC Keeper2.0

As the star product of MIG, we took part in design in 2012. We did competitor analysis around Chrome, Baidu, Maxthon, etc and send out the research report. Introduced the HTML5 mini-program as the port of the home page, it's quickly dominated the mobile market, and let the product moved into the first rank of the mobile browser market.

浏览无界

[下载QQ浏览器iPad版](#)

The screenshot shows the QQ PC Keeper 2.0 software interface. At the top, there's a banner with a scenic mountain landscape and a call-to-action button "下载QQ浏览器iPad版". Below the banner, the main window has a dark blue header with a search bar and a "+" button. The main content area is divided into several sections. On the left, there's a "电脑管家" section with a large "86" score and a red dot, followed by a list of five items each with a radio button and a placeholder "XXXXXX". On the right, there's a "安全体检" section with a "86." score, a red dot, and a message indicating it's been 20 days since the last scan. Below this, there's a "防护全部开启, 已防护 789 天" section with a clock icon and a list of four recent tasks: "13:59 查杀了 2 个木马, 建议您进行一次 全盘查杀", "10:00 修复高危漏洞 10 个", "09:00 清理垃圾 560 M", and "1天前 QQ电脑管家发布橙色预警". At the bottom, there's a footer with the text "版本: 0.0.111" and links for "病毒库已是最新" and "意见反馈".

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小心看上瘾呦~

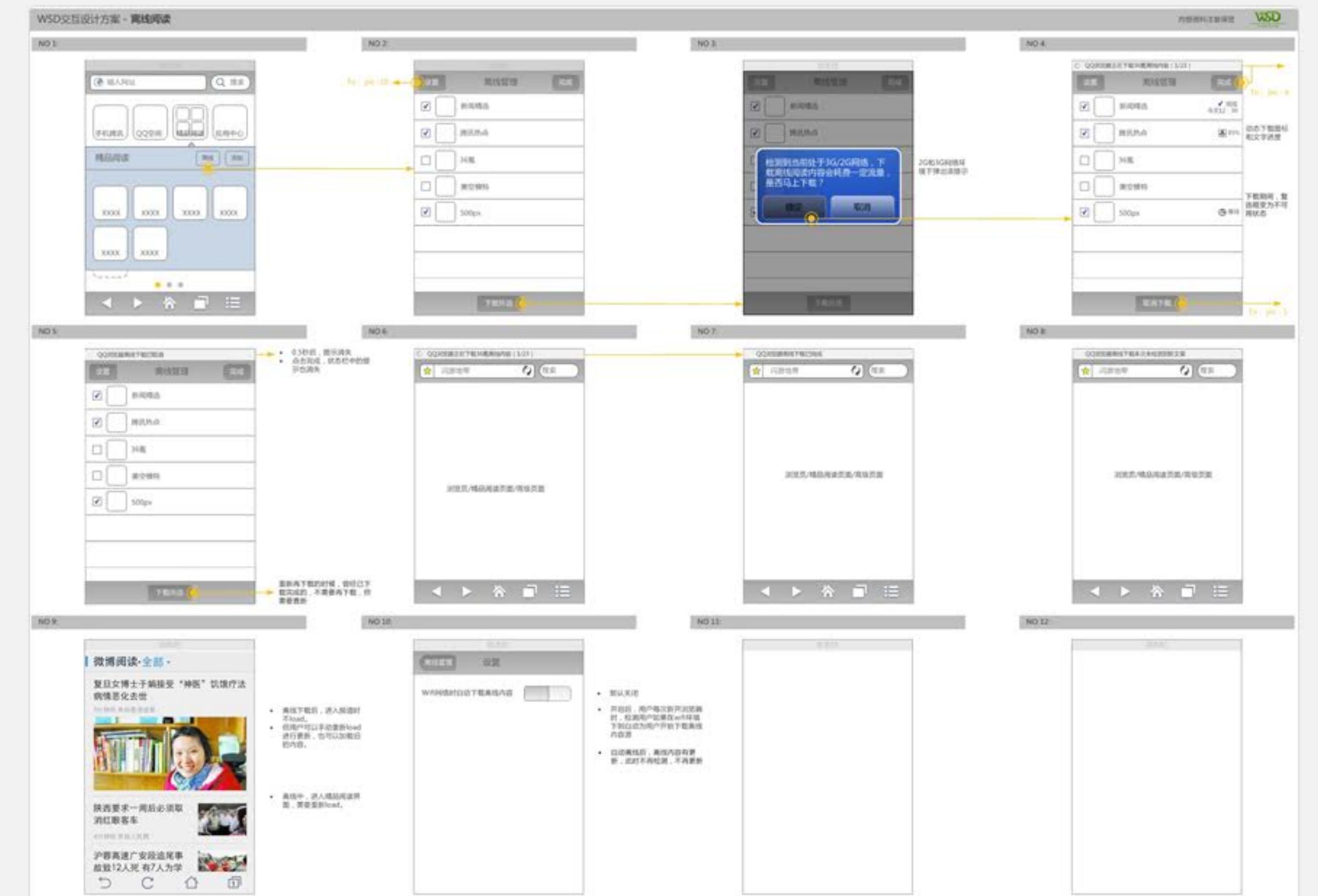
手机QQ浏览器 V3.7 | iOS 6

全面支持

精品阅读
全新改版
“阅” 读越精彩



• 帐号中心



We formed a sharing knowledge culture, made sharing session every week with a theme called 'Best app you loved'. We inspired team to express his ideas and better design thinking solutions, we encouraged team to apply those in real project properly.



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About State Street

This is State Street

We're at the heart of financial services. And our clients are at the heart of everything we do. We develop solutions to meet their challenges. We recruit the best. We build partnerships and invest in innovation to help them seize new opportunities.

[MEET OUR LEADERSHIP TEAM](#)

Our Story

Our clients are looking to the future. We're helping them get there.

We're responsible for more than 10 percent* of the world's



New Approach to Information Management

As you can see from the annotated image, there are many pieces to the data and content supply chain that allows the SSgA people responsible for client reporting to configure, monitor and control the data and reports needed by clients and their interested parties. The end-to-end client reporting infrastructure is explained in simple terms on the subsequent pages.

State Street Global Advisor IMC Diagram

Information Management Center is the key financial data system. We attempted to introduce this Isometric style in to this visualization diagram for the first time, make user check the logic clearly.

Disclaimers & Footnotes Content Management Tool

Application used to create, store, retrieve and manage client-ready footnotes used in investment commentaries and client reports.

Report Tracker Database

Global system that tracks preparation and delivery of manual report components. Integrated with CRS using a publish /subscribe model.

Report Template Library

Growing library of standard report templates spanning accounting, performance / analytics, holdings, characteristics and report combinations. Templates are configured using IMC.

Information Management Centre

Tool used to configure, control, monitor and deliver reports to clients.

Investment Commentary Tool

Global system that facilitates the authoring, publishing, storage and retrieval of market, strategy, fund and client commentary used in client reports.

Data

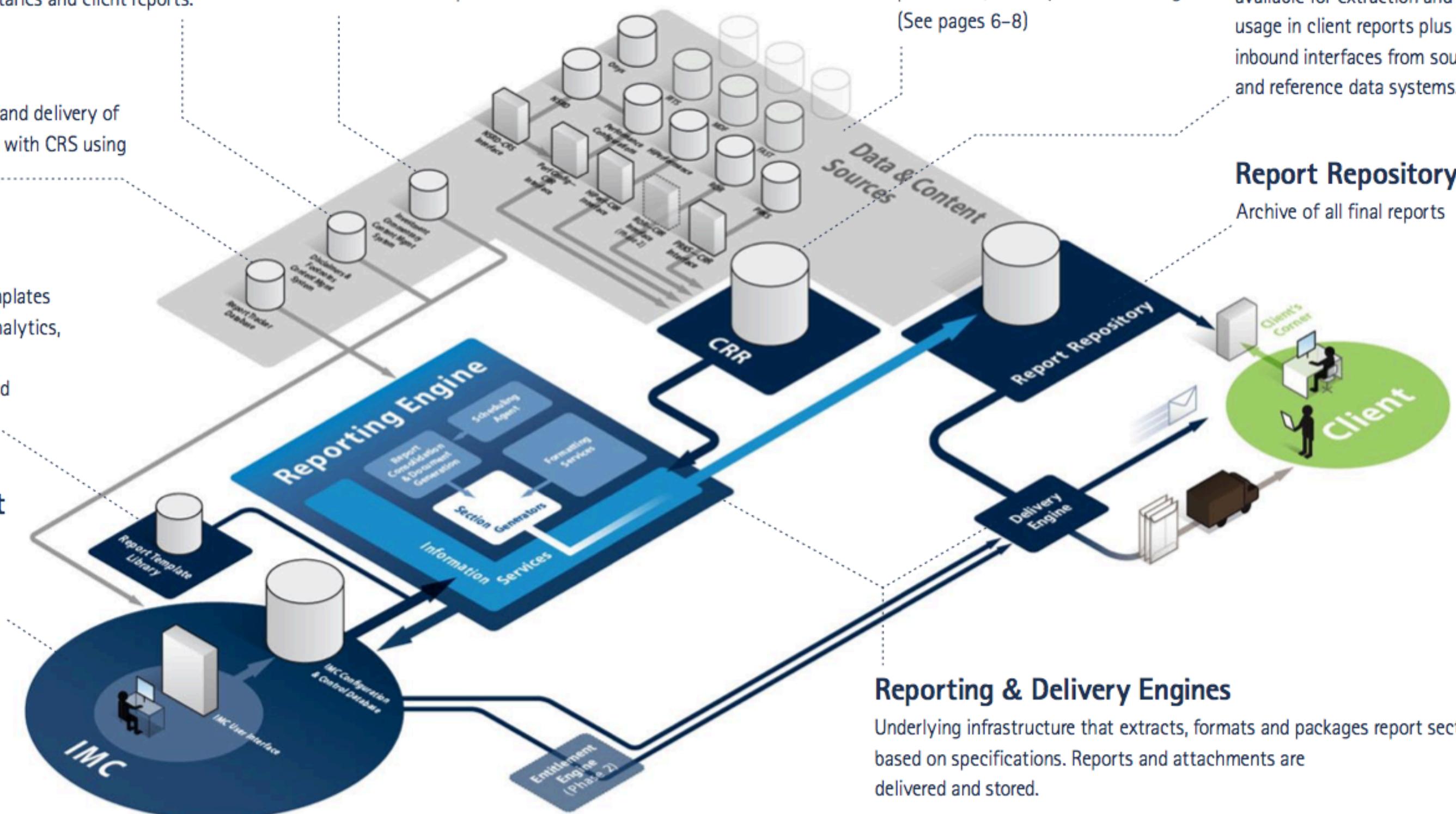
Reference and source data utilized by CRS in report configuration, production, delivery and monitoring. (See pages 6-8)

Client Reporting Repository

Repository of client-ready data available for extraction and usage in client reports plus inbound interfaces from source and reference data systems.

Report Repository

Archive of all final reports



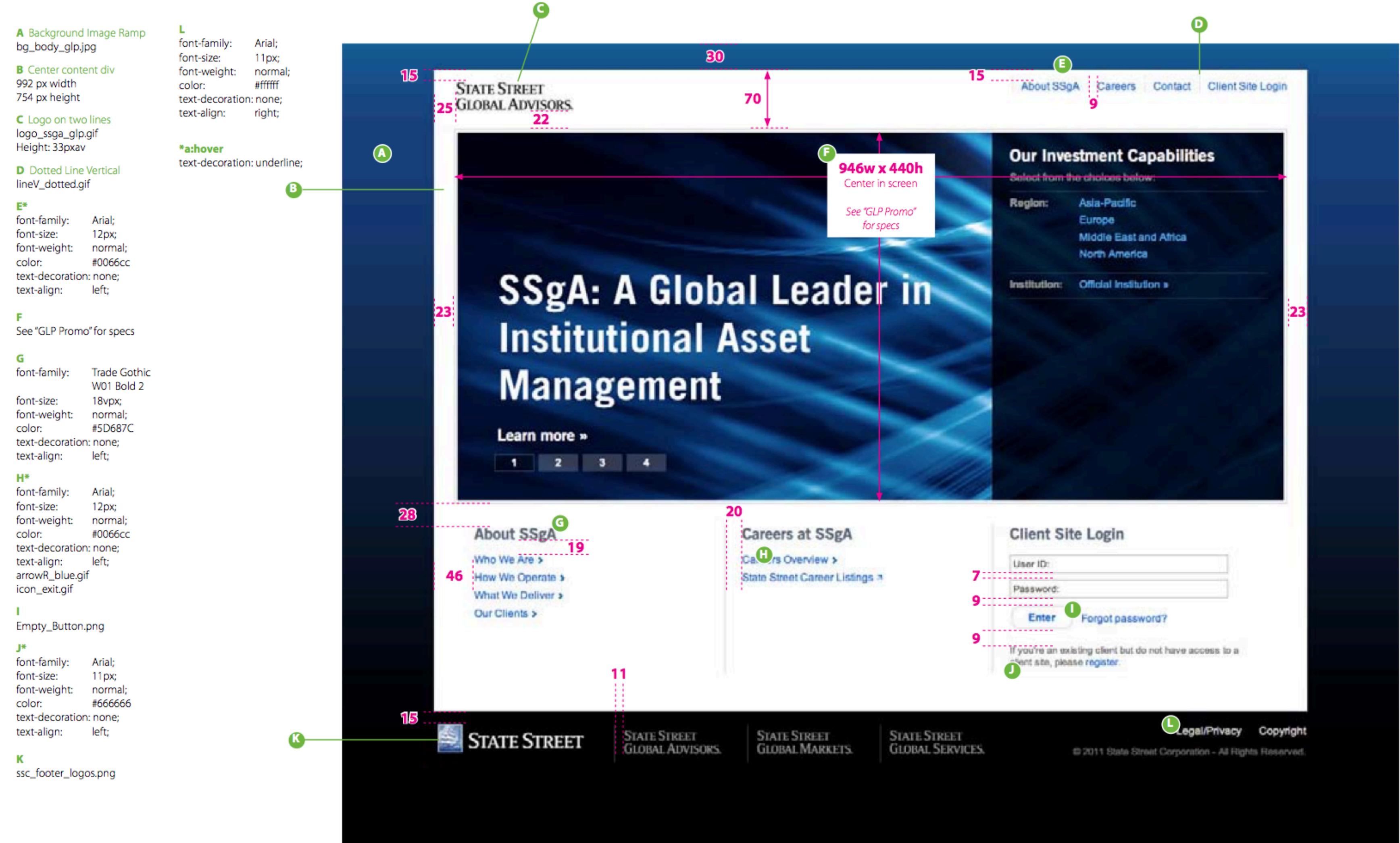
SSgA.com Design Upgrade

SSgA.com 3.0 Redesign, it covers the fully business logic of SSgA. In this design upgrade, we defined the design style guide and the exports regulation.

Global Landing Page general dimensions

SSgA.com GLP Redesign 2010-11

Page 2

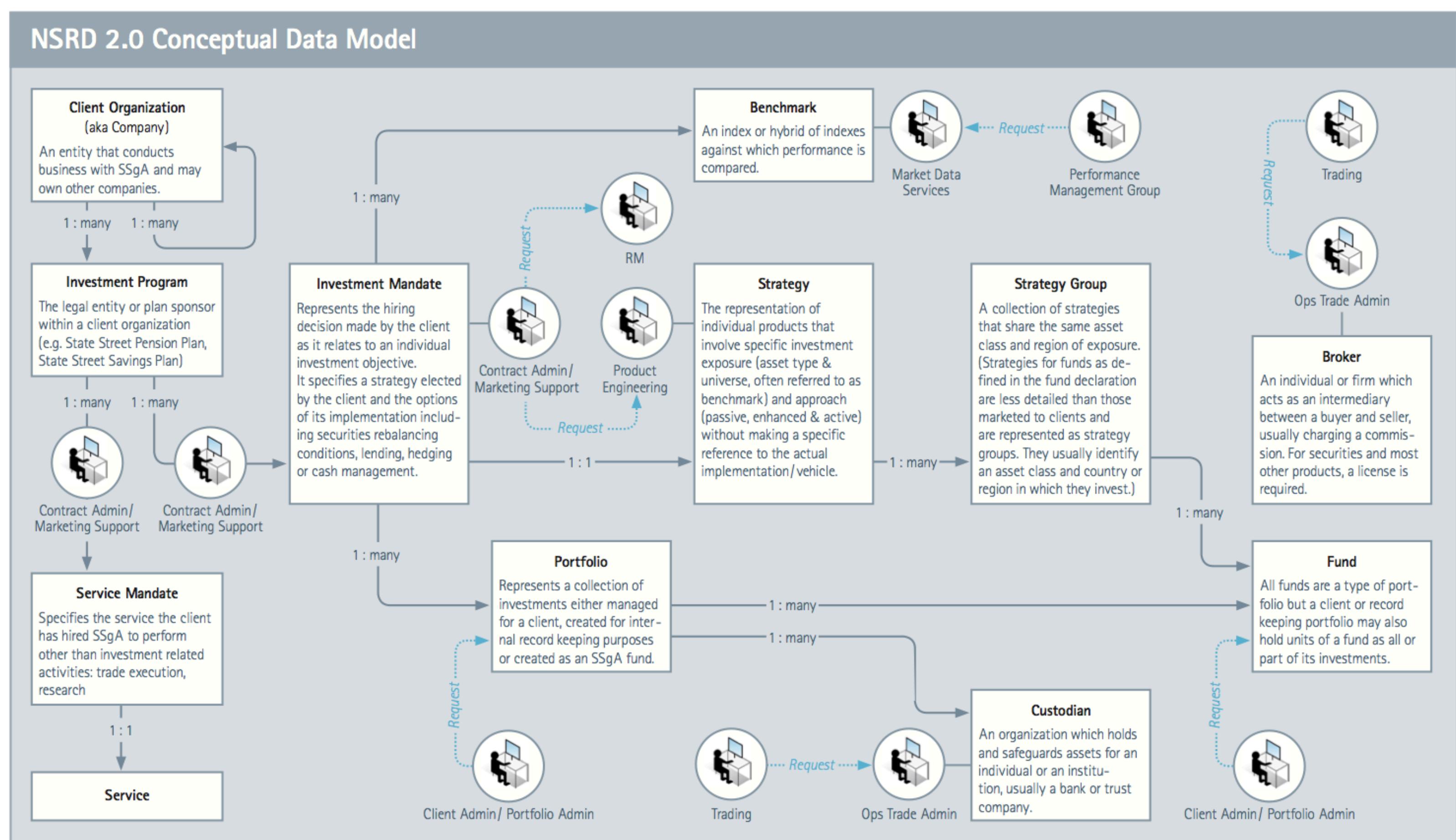


What is the Non-Securities Reference Data System (NSRD)?

This is an emerging reference database. It will ultimately service SSgA by providing a book of record covering product, client & contact information and the relationships between them.

State Street Global Advisor NSRD Diagram

It's internal used NSRD system workflow diagram. We created this diagram to show the business logic clearly, and this form had applied in all different internal banking systems.



SSgA.com Redesign

SSgA.com 3.0 Redesign, it covers the fully business logic of SSgA. In this design upgrade, we defined the design style guide and the exports regulation.

A Background Color
color: #EAEBED

B Center content div
992 px width

C Logo on one line
logo_ssга.gif
Width: 234px;
Height: 18px;

D Dotted Line Vertical
lineV_dotted.gif

E*
font-family: Arial;
font-size: 12px;
font-weight: normal;
color: #0066cc
text-decoration: none;
text-align: left;

F
font-family: Arial;
font-size: 12px;
font-weight: normal;
color: #5D687C
text-decoration: none;
text-align: left;

G*
font-family: Arial;
font-size: 12px;
font-weight: normal;
color: #0066cc
text-decoration: none;
text-align: left;

H Dotted Line Horizontal
lineH_dotted.gif

I
See "Country Page Promo" for
specs

J
See "Product Widget" for specs

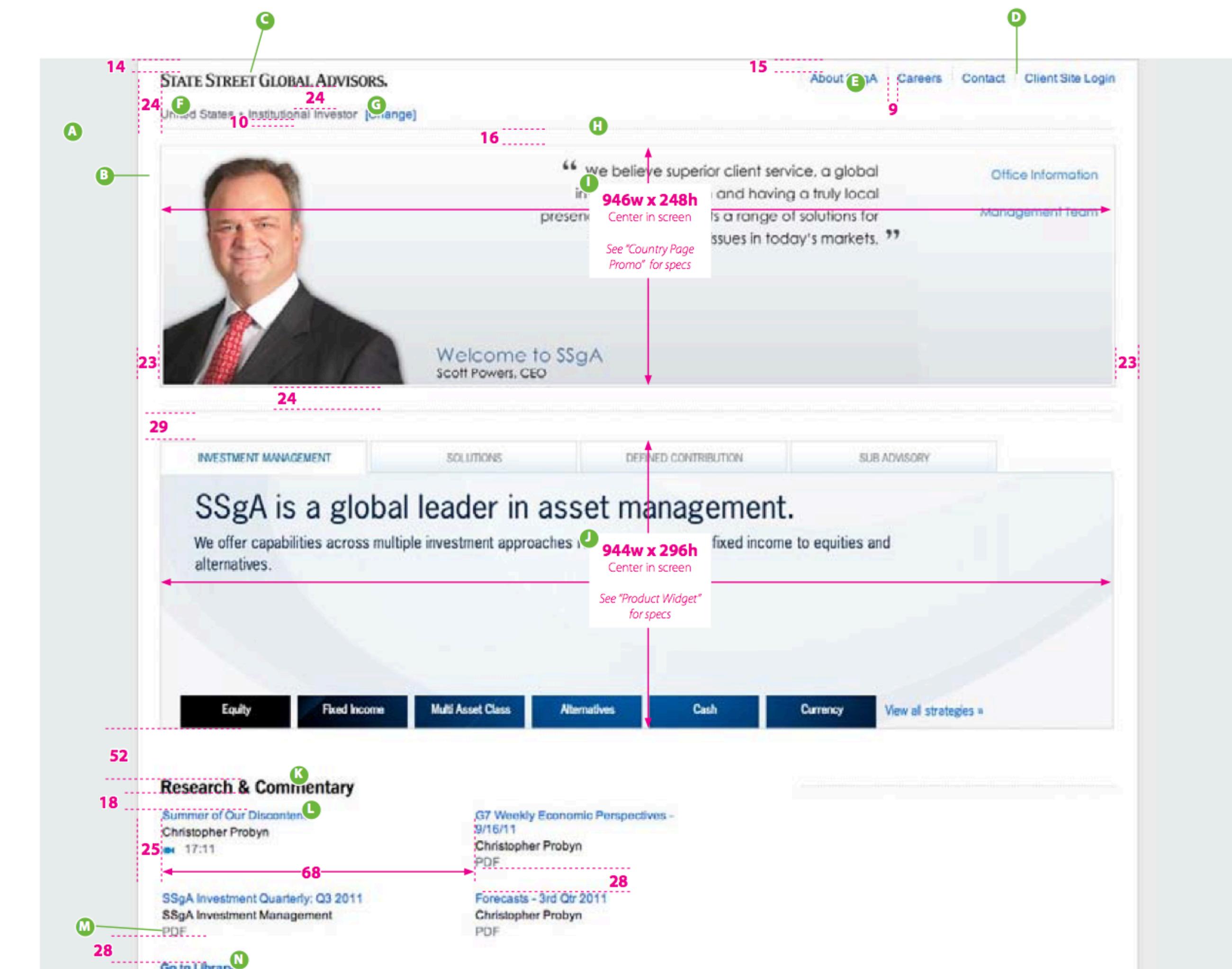
K
font-family: Trade Gothic
W01 Bold 2
font-size: 18vpx;
font-weight: normal;
color: #000000;
text-decoration: none;
text-align: left;

L*
font-family: Arial;
font-size: 12px;
font-weight: normal;
color: #0066cc
text-decoration: none;
text-align: left;
line-height: 14px;
icon_video.gif

M
font-family: Arial;
font-size: 12px;
font-weight: normal;
color: #5D687C;
text-transform: uppercase;
text-decoration: none;
text-align: left;
line-height: 14px;

N*
font-family: Arial;
font-size: 12px;
font-weight: bold;
color: #0066cc
text-decoration: none;
text-align: left;
line-height: 15px;

*a:hover
text-decoration: underline;



Personal Skills

Stay Hungry, Stay Young

IDF - Interaction Design Foundation

About IDF - We continue to collaborate with top universities and companies, such as Stanford, Cambridge and SAP Labs, as well as such noted authors as Clayton Christensen and Don Norman, to share our knowledge with over a million designers every month.



HTML5, CSS3, JavaScript - Web Skills

Fully understanding the W3C regulation, familiar with the HTML5, CSS3 cutting-edge technology. Sophisticated in web front-end framework, interaction effect and can create web pages with Nodejs frameworks independently.



Ant Design



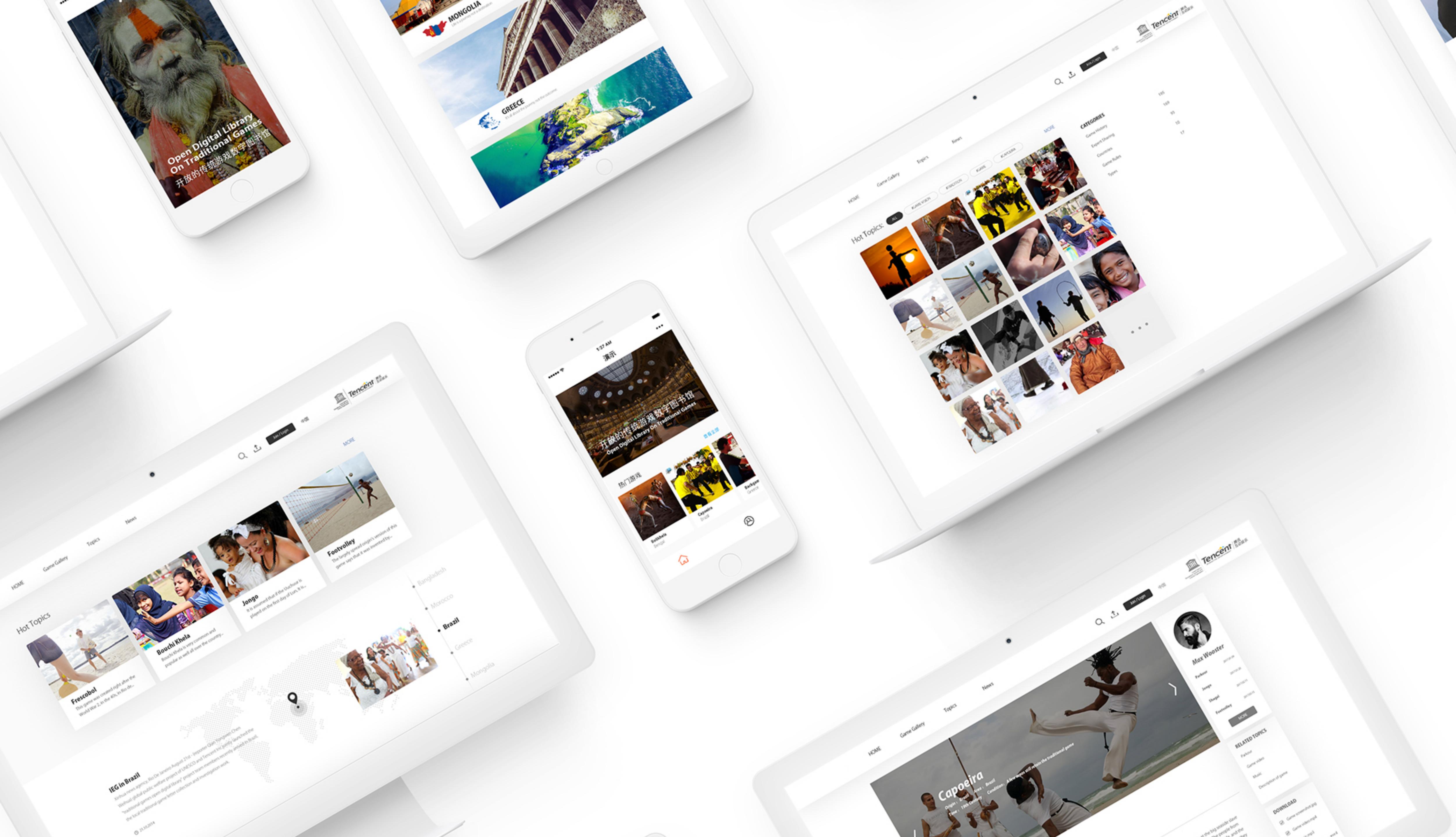
Vue.js

CSS

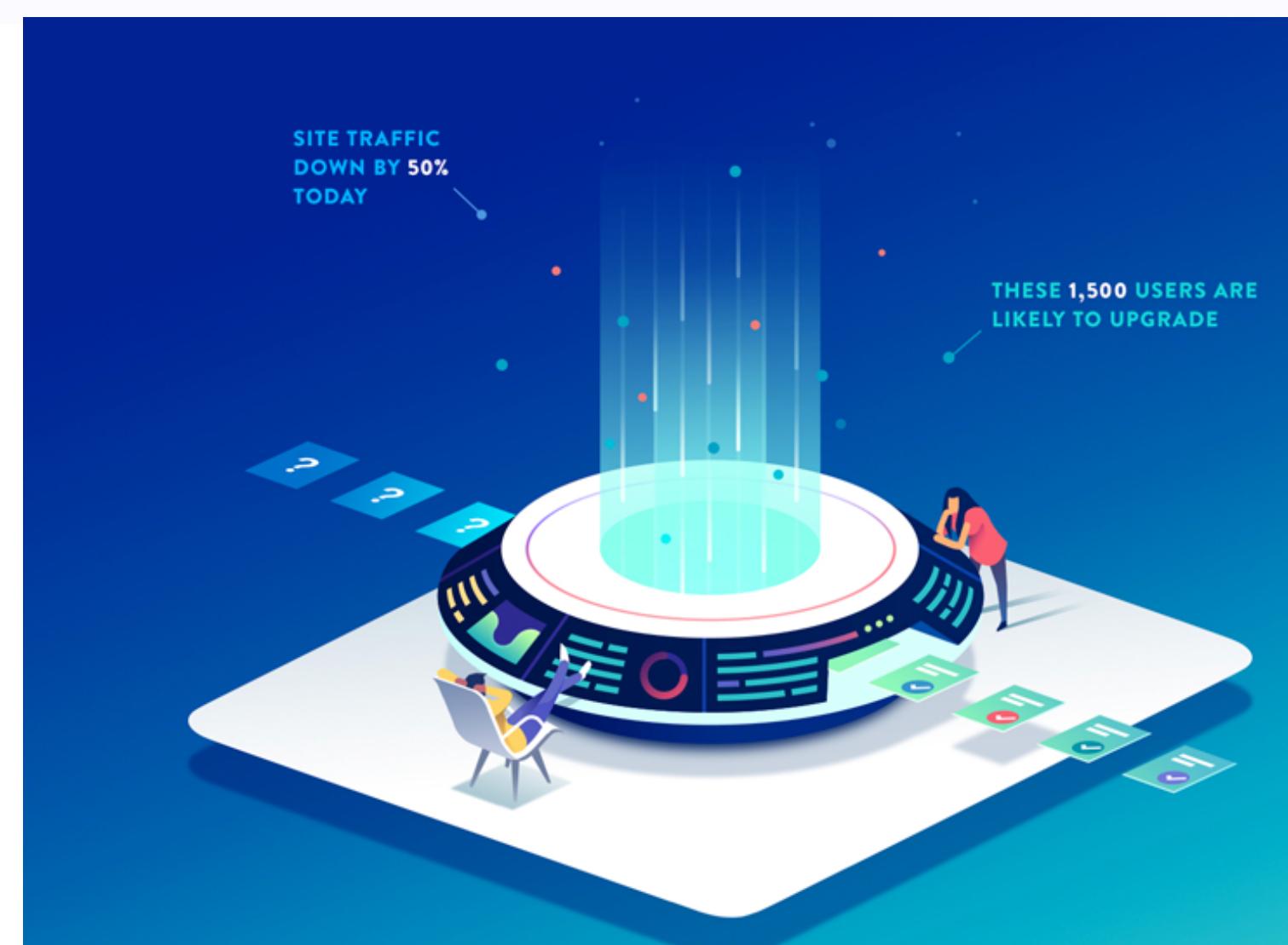


HTML





*We choose to go to the Moon in this decade
and do the other things, not because they are easy,
but because they are hard!*





Zhang, Lei(Alain)

Mobile: +86 152 0712 3890

WeChat: igo903

E-mail: zanglei903@gmail.com