



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 for 10 years. He is passionate and committed to delivering top level user experience to the product that make user feel reliable and elegance.

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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 - 2014



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;

2014 - 2016



Senior UX & Product Design Manager

- China Mobile 10086 mobile app;
- China Mobile 10086 Web platform;
- China Mobile 10086 WeChat official account platform;
- AsiaInfo eCommerce platform;
- AsiaInfo 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;



万达金融-产品体验设计团队

2016年我开始组建万达金融设计团队，团队包括交互设计师、视觉设计师、用研以及UXD。我们以产品设计，体验设计为思考标准，通过设计能力驱动公司在金融产品方向上的业务迭代，使产品更加好用，用户对产品更加信赖。

我们研习了业界优秀的样式库，制定了设计规范，组件样式库，并对每一个项目迭代完成后，进行设计分享总结沉淀研讨会，对新人设计师根据个人发展情况进行专项指导。

我们参与了IXDC北京大会，蚂蚁金服设计分享会等设计行业峰会，参与了分组讨论，并积极提出建议，并分享了在产品设计中遇到的设计问题。

我们的工作流程：



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



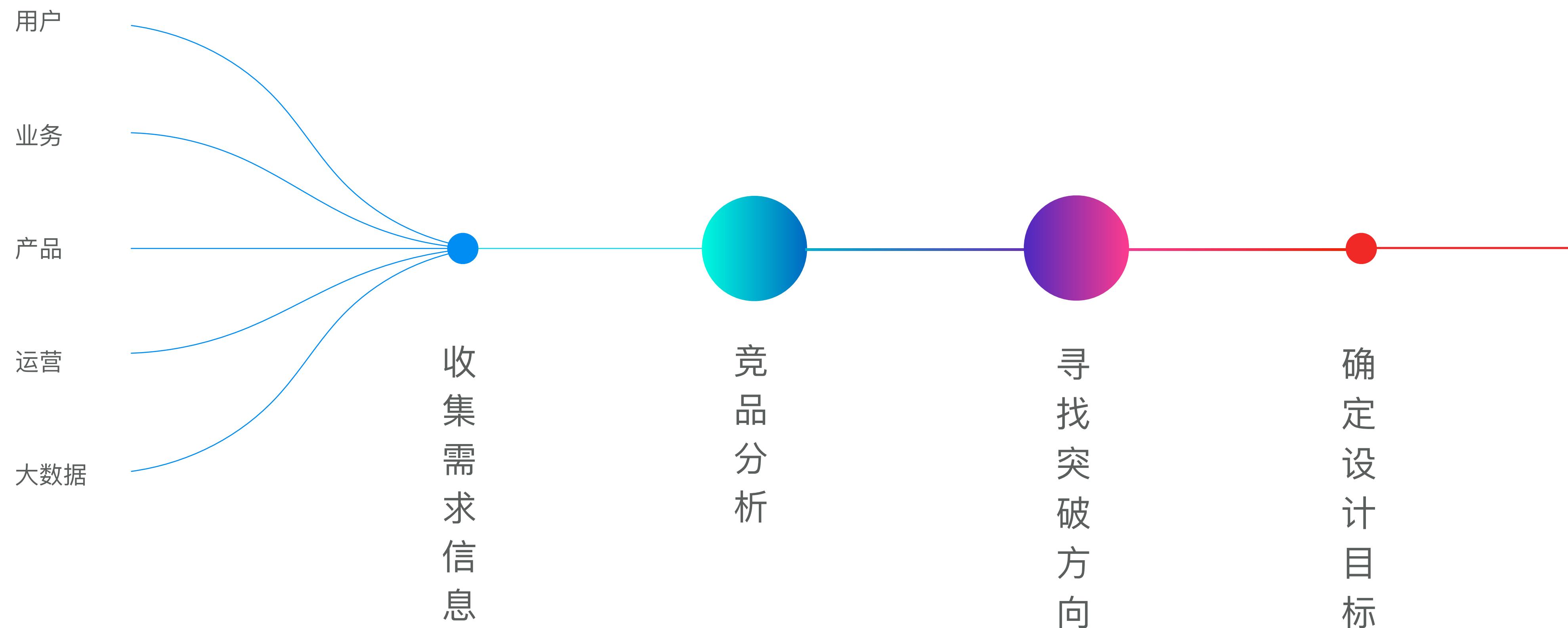
Wanda FinUX 金融模块基础组件概念稿 - Conceptual Version 2.0

Wanda FinUX团队研习了时下的设计趋势，通读Apple, Google的设计规范，并做新风格的设计语言尝试，尝试将Card Design, iOS11的设计语言，应用到项目中，并设计出金融模块概念稿，逐步完善，并将公开投放在Wanda Github官方库，供业界使用。



大版本产品迭代更新，设计推导方法过程

在通过前期的用户分析以及与业务部门的沟通我们沉淀出一些重要结论，同时我们花了一些时间，在去了解我们的主要竞争对手，包括商业策略、交互动态和视觉表现，挖掘机会点，结合业务目标，大数据参考与各部门的利益诉求，确定了新版的设计方向。



万达金融 - 万达财富App

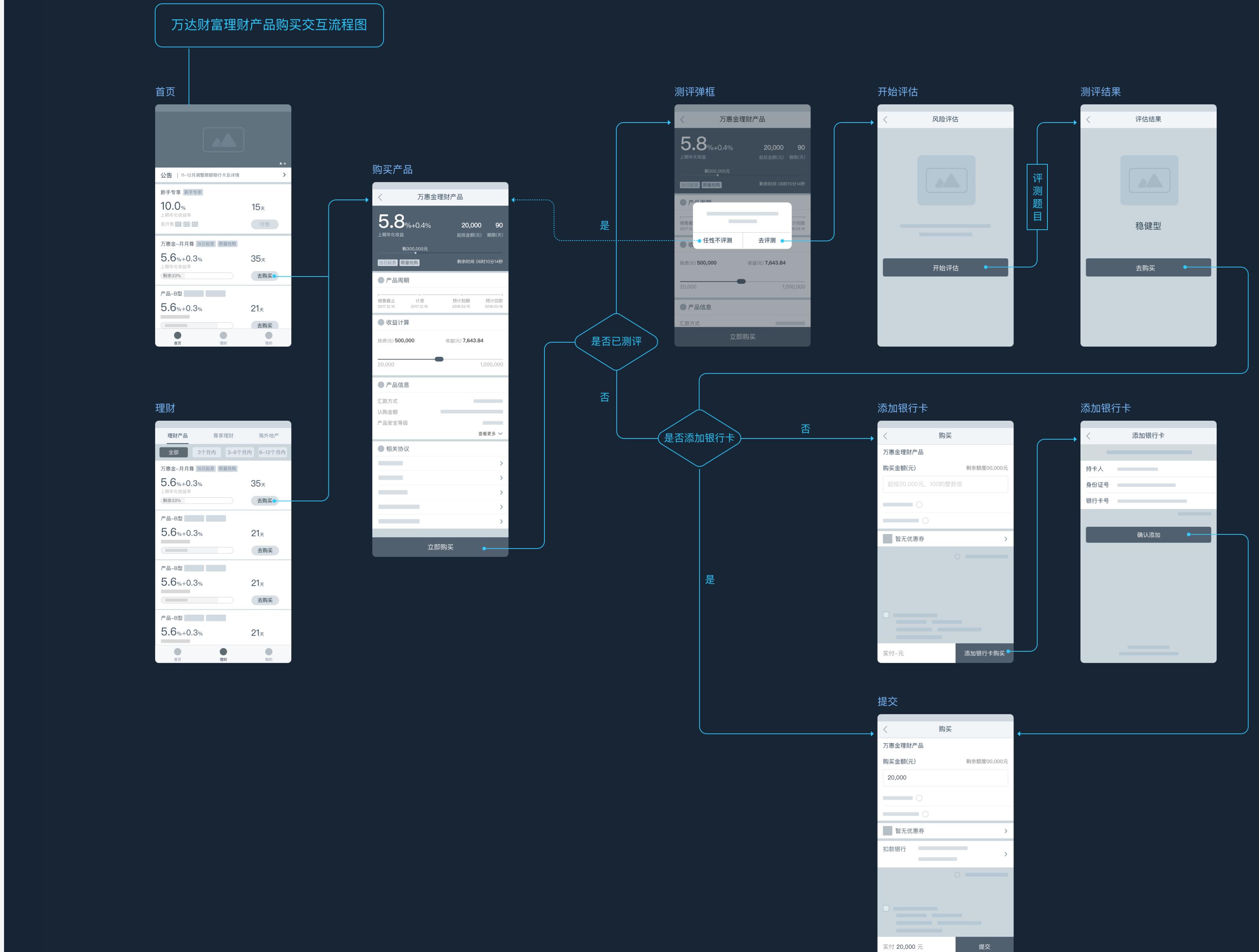
我们参与了万达财富从零起步的所有设计过程，目前该产品在一年内完成了累计综合金融规模已突破100亿元。

我们通过大量的用户调研，竞品分析，收集了业内的竞品信息，分析总结金融产品用户的习性、痛点，并在原型设计评审环节，对产品交互体验再一次打磨，在关键的产品功能指标上进行数据埋点，并在迭代后期根据数据分析反馈验证交互环节，在小版本号的版本里进行A/B Testing，在大版本号迭代确定功能点。根据用户的增长和业务的稳步增长，以及用户反馈和分析，小步快跑升级产品功能，如：增加绑定银行卡、安全手势、交易提醒等。



万达财富App - 交互模块Quickview

Wanda FinUX团队根据金融产品的属性，深入用户调研，以用户为导向，理解用户在使用金融产品中的疑惑和焦虑点所在，不断优化迭代功能，收集用户反馈，在每一次的新版本中迭代更新，逐步为用户设计安全可靠的金融产品，并在产品发布1周年之际，完成了累计综合金融规模已突破100亿元。产品设计团队感受到了用户，存款数从无到有积累的喜悦与成就感。



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, Opacity: 100%
- Borders
- Shadows
- Inner Shadows
- Gaussian Blur

Objects on Home Screen:

- Header Bar: 99Bill logo, Search, Refresh, Logout.
- Top Buttons: 登录 | 注册, 快钱 (99Bill.com), Bell, Help.
- Bottom Buttons: 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 (First Transaction Random Return).
- Section: 信贷 (Credit), Description: 凭身份证件, 最高借5万.
- Card: 快易花 - 周周还 (Lowest 0.03% interest), Description: 低至0.03% 最划算.
- Card: 快易花 - 月月还 (Monthly Repayment), Description: 最长分期可分24期.
- Card: 快易花 - 大额贷 (Large Amount Loan), Description: 额度最高30万.
- Card: 分期商城 (Installment Shopping Mall), Description: 热门3C商品 免息购.
- Section: 理财 (Finance), Description: 飞凡宝 (Fifanbao).
- Card: 飞凡宝 (Fifanbao), Description: 灵活期限 (Flexible Term), 9.90% (Annual Yield), 固定期限 (Fixed Term), 新手专享上期年化收益率 (New User Exclusive Last Period Annual Yield).
- Bottom Navigation: 基金超市 (Fund Supermarket), 保险保障 (Insurance Protection), 首页 (Home), 信贷 (Credit), 理财 (Finance), 特惠 (Special Offer), 我的 (My Account).

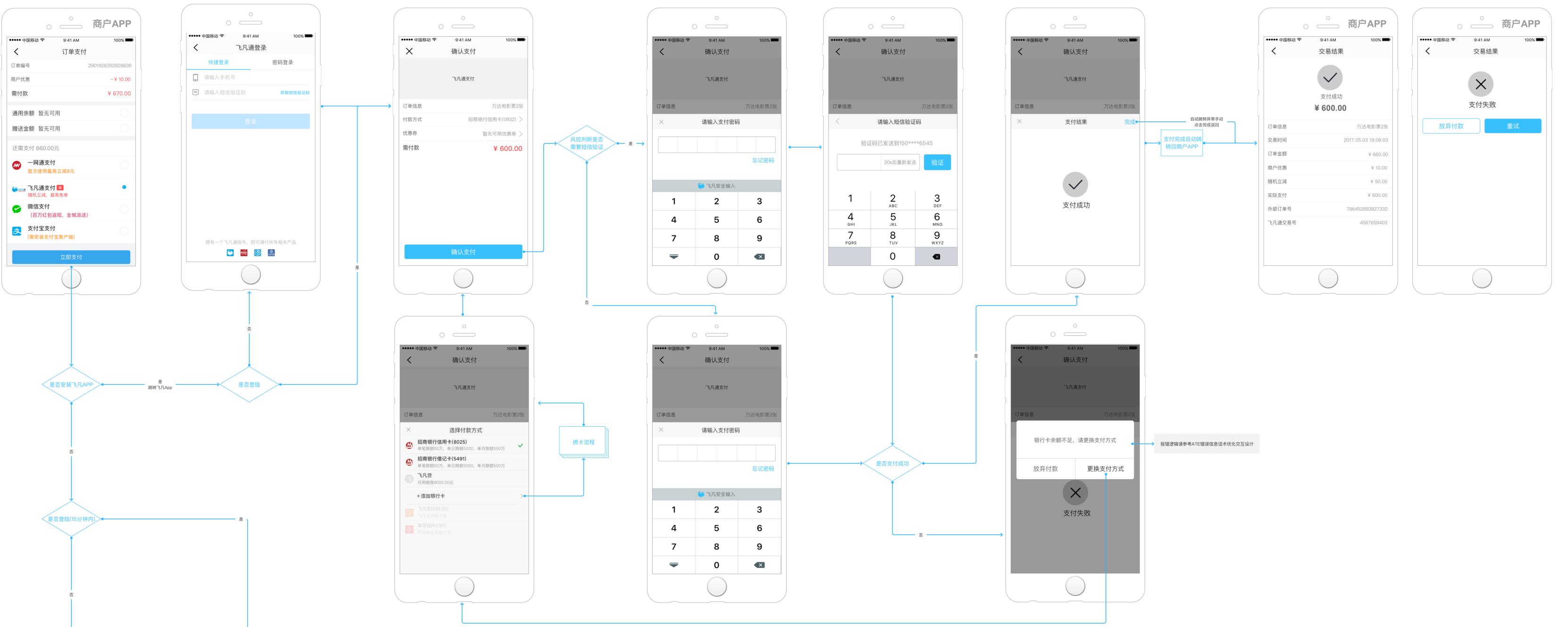
Objects on Promotion Screen:

- Section: 支付送奖励金 (Pay & Get Reward), 天天首笔 随机返 (Daily First Transaction Random Return).
- Section: 立即转入飞凡宝 (Transfer Now to Fifanbao).
- 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 (Transfer to Fifanbao and earn while spending).
- Bottom Navigation: 活期理财 (Liquidity Investment), 飞凡宝 (Fifanbao).

万达金融 - 万达贷App

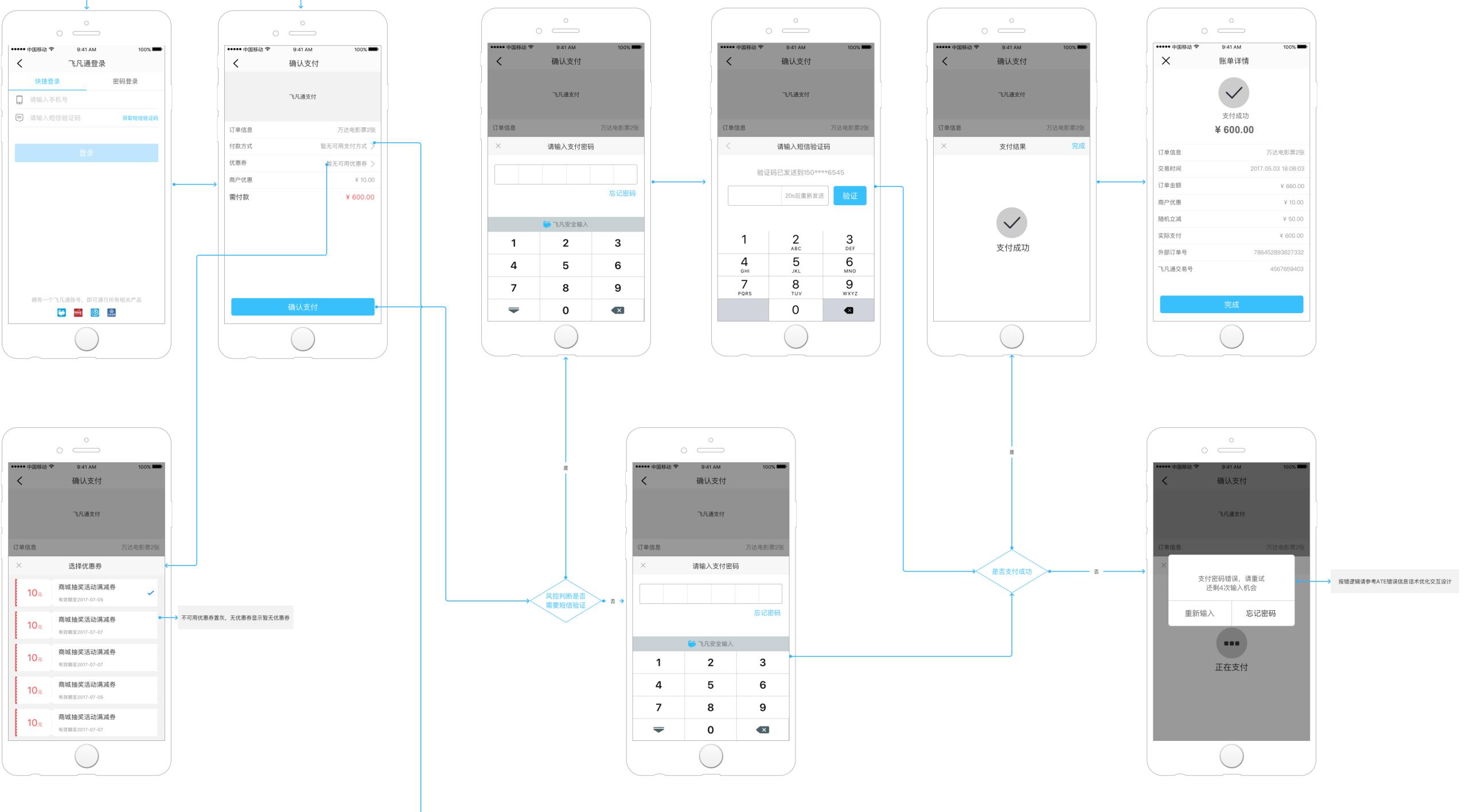
万达贷是万达金融旗下的借贷类App, 依托万达金融强大的金融背景, 对各类借贷者进行征信审核, 并提供金融服务。此视觉界面图是App第三版迭代中的视觉评审图, 确定了风格样式, 产品调性。





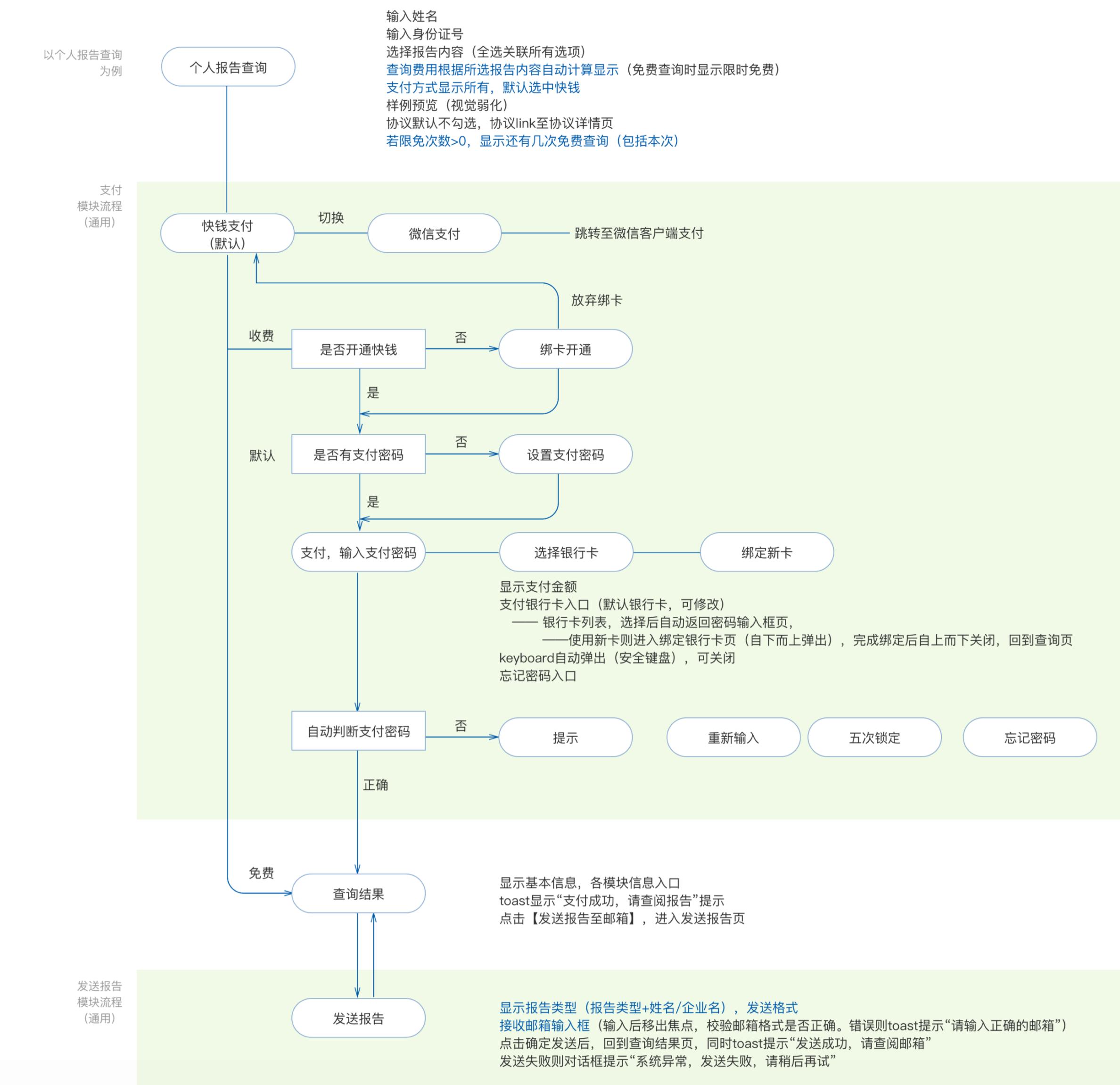
飞凡通 & 快钱支付流程交互设计图

飞凡通是万达旗下快钱平台的一套支付方式，也是国内第三大支付平台。此交互稿规范了万达集团内各套产品的支付结算调用流程，高效的解决了用飞凡通支付遇到的交互问题。



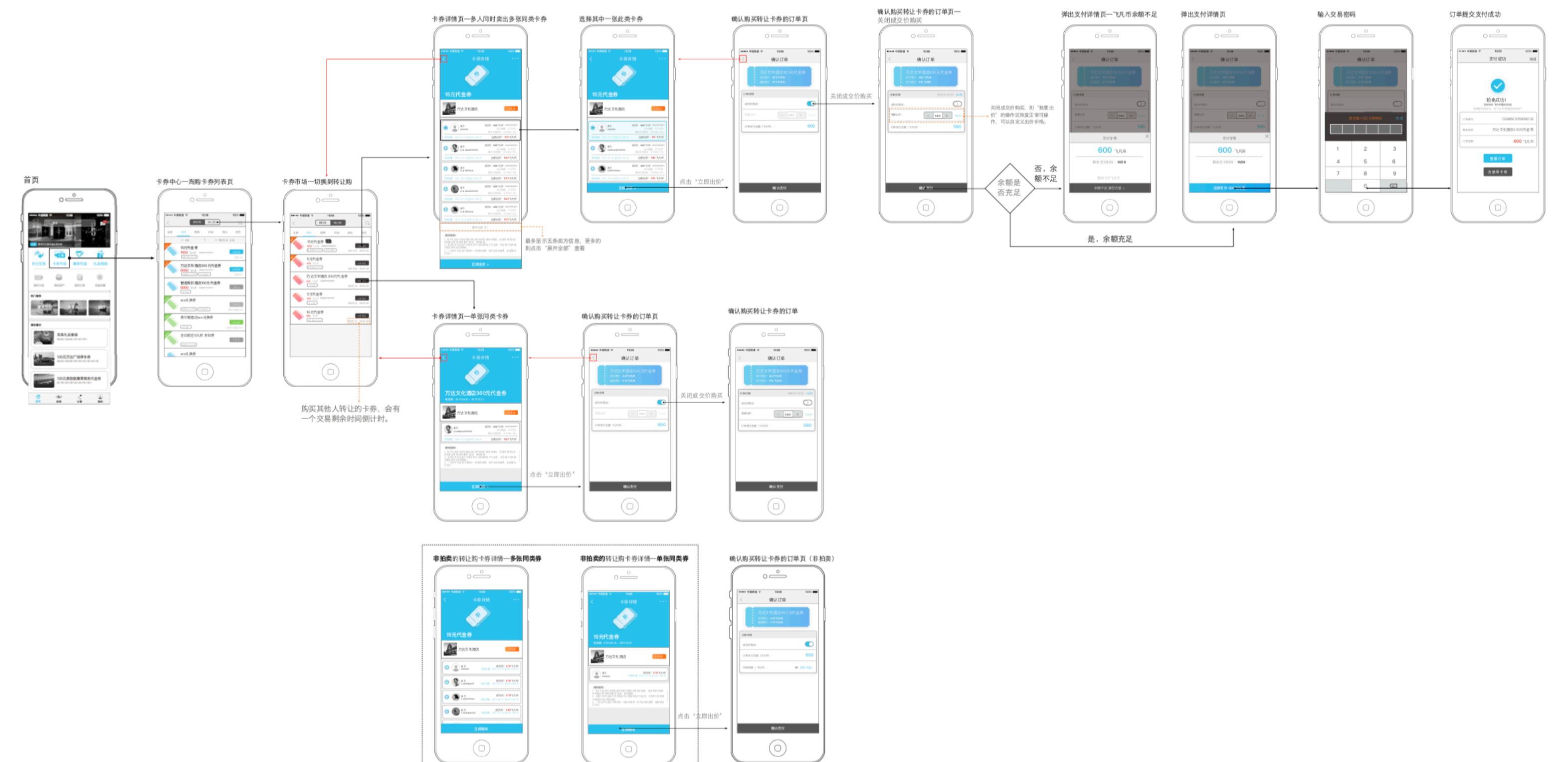
飞凡通 & 快钱支付流程交互设计图

飞凡通是万达旗下快钱平台的一套支付方式，也是国内第三大支付平台。此支付模块流程图规范了万达集团内各套产品的支付结算调用流程，高效的解决了用飞凡通支付遇到的交互问题。



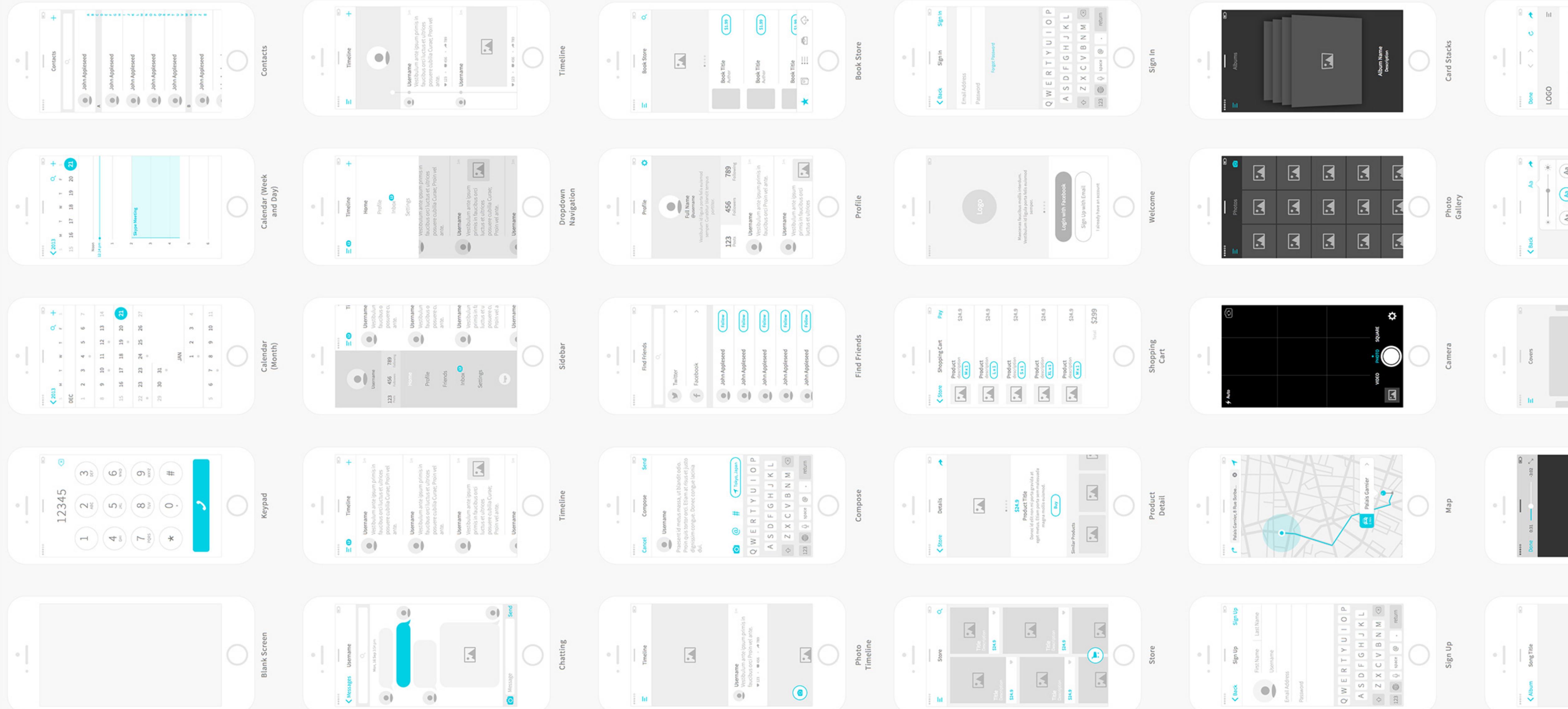
万达金融 - 交互规范文档

我们根据iOS, Android最新的Human Design Guideline移动端交互规范准则，制定了团队内部的交互规范，并更新维护规范文档，根据版本迭代不断更新交互规范组件。



万达集团大数据中心 - 创新类App原型图

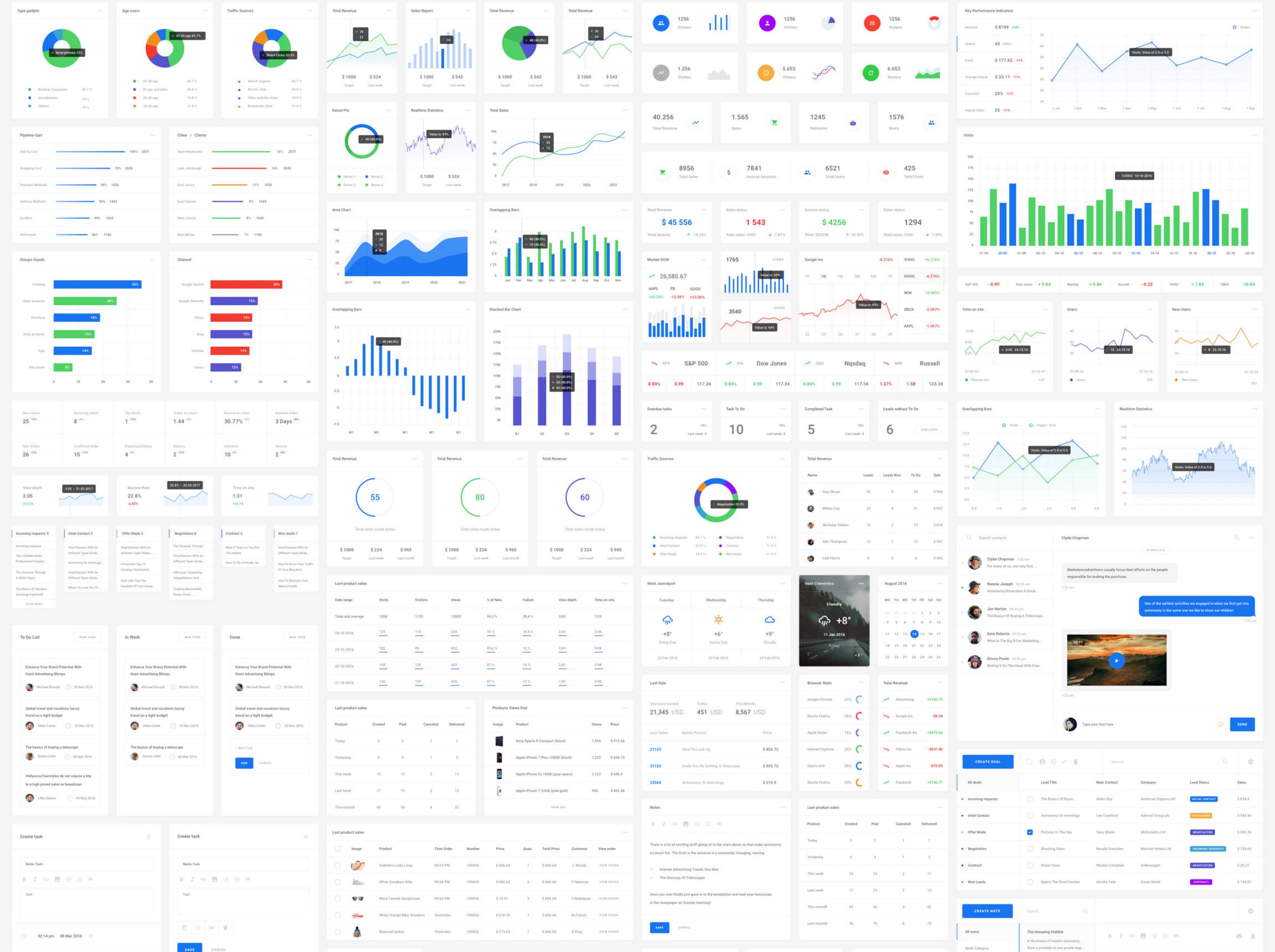
前期根据需求分析以及用户调研，设计了全套的页面原型草图，产品、开发根据页面原型图进行需求评审，并确定版本迭代需求。



万达大数据 - Web Data Visualization

万达大数据拥有全国海量的信用数据，消费数据及用户画像，有一系列的数据可视化场景，我们通过对不同的数据类型进行分类，分析不同数据的展示形式，定义了一套自己的数据表图形库，并配合前端开发，秉持开源精神，开放了这套数据库报表组件，方便其他有同样需求的公司开发者使用我们的大数据可视化组件。

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





万达大数据中心 - 超大屏数据可视化

带领团队参与设计万达集团上海国际商业年会的超大屏数字展示项目，定义数据可视化设计规范，并在国际会议上展示设计成果。



万达大数据中心 - 超大屏数据可视化

我们研读市面上各类Data Visualization 组件，分析各类组件的利弊(E-Chart, AntV, Chartjs, etc)，与前端开发同学共同设计了万达自己的数据可视化组件库的样式。

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

Tencent 腾讯

腾讯自选股 App 1.2 - 3.0

腾讯系第一款股票类App，第一版是基于iPhone4S出的设计稿，项目成立前期我们做了大量用户访谈，并根据数据和反馈进行用户画像，侧写，确定了我们的主要用户群，并对当时券商产品进行竞品分析，领先业界推出新的交互方式横屏切换、情感化提醒。在第三版迭代时，我们引入了腾讯系第三方登录，增强了社交属性，一直延续至今。



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自选股APP 助您掌握股市先机

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钢研高纳 300034 21.17 +7.46%
科恒股份 300340 66.00 +10.00%
罗牛山 000735 6.28 +0.80%
仙坛股份 002746 37.36 +3.89%
益生股份 002458 45.53 +4.67%
莫高股份 600543 12.25 +1.74%
威龙股份 603779 40.56 +10.01%
水井坊 600779 14.60 +4.43%
金种子酒 600199 10.34 +10.00%

• 精品阅读排版



QQ浏览器 2.0, 腾讯电脑管家2.0

作为MIG部门的首推产品QQ浏览器，我们在2012年开始参与设计，分析了当时的竞品，海豚浏览器，Chrome浏览器，百度浏览器等竞品的移动端产品形态，并写出分析报告，产品设计迭代方案，伴随设计趋势的变化不断更新产品视觉。并根据腾讯的优势业态及当时主推的H5小程序应用市场，迅速占领市场，并在移动端浏览器市场长期保持领先态势。

浏览无界

The screenshot shows the desktop version of QQ Browser. At the top, there's a search bar with placeholder text "搜索或输入网址". Below the search bar is a large landscape image of snow-capped mountains. To the right of the image, there's a "Download QQ Browser iPad版" button. At the bottom, there's a "Security Report" section. It shows a score of 86 with a red minus sign, indicating a decline over 20 days. It lists various system protection metrics like virus scans, system cleaning, and disk optimization. A green "Security Audit" button is also visible.

小心看上瘾呦~
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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



我们组织团队进行每周一个『你最爱的App』的案例展示活动，全员分享讲解自己对这个App设计的理解，并激发团队深入探讨该产品的利弊，以及分析产品设计的亮点之处。每周组织学习腾讯KM平台设计精华与产品精华文章，鼓励团队在设计中运用创新的设计思维去解决产品设计问题。



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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 是SSgA部门的一套核心金融数据系统，我们通过设计流程可视化图，完成前期系统分析设计界面，率先尝试用Isometric风格设计；

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

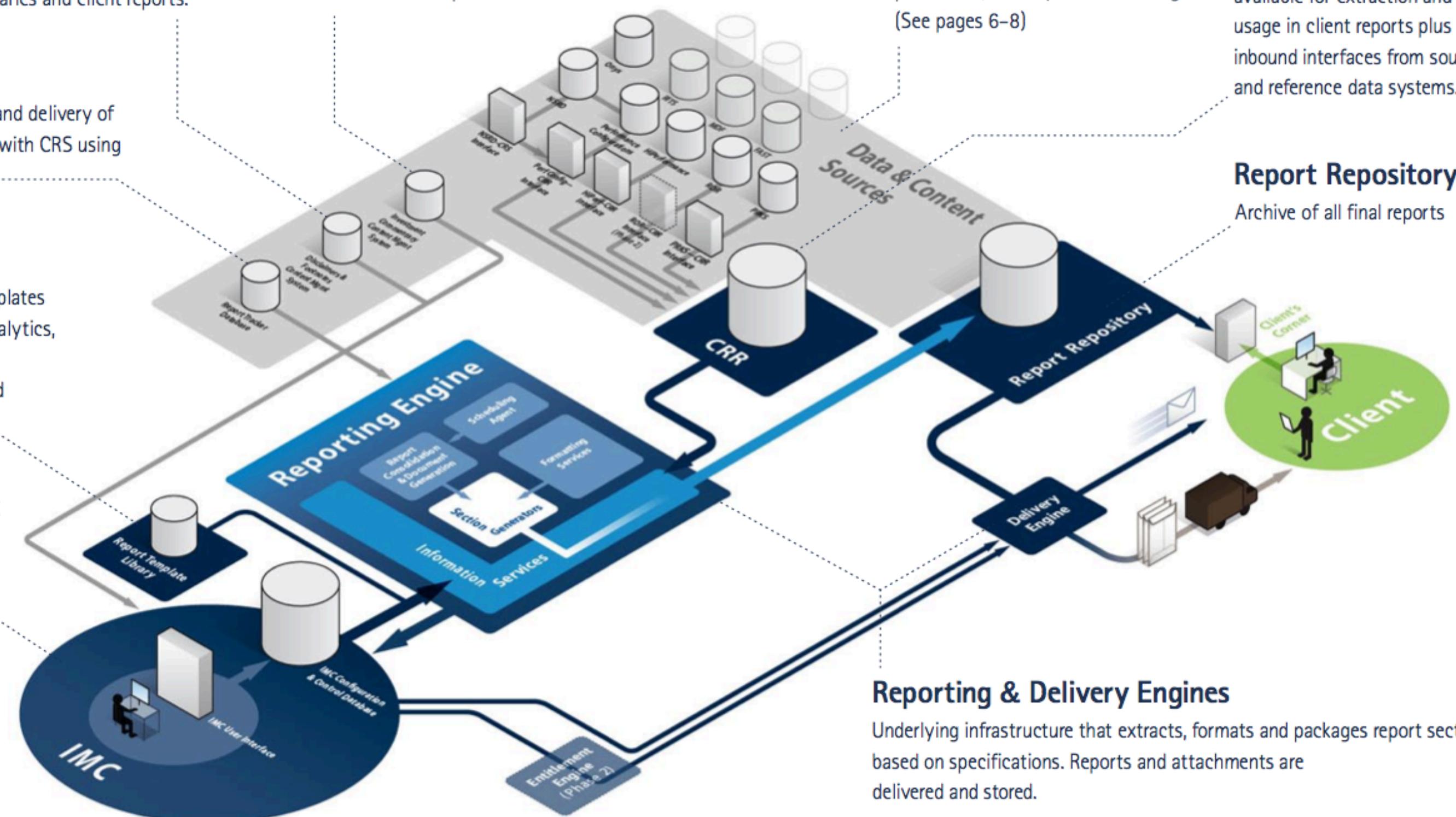
Reference and source data utilized by CRS in report configuration, production, delivery and monitoring. (See pages 6-8)

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



Reporting & Delivery Engines

Underlying infrastructure that extracts, formats and packages report sections based on specifications. Reports and attachments are delivered and stored.

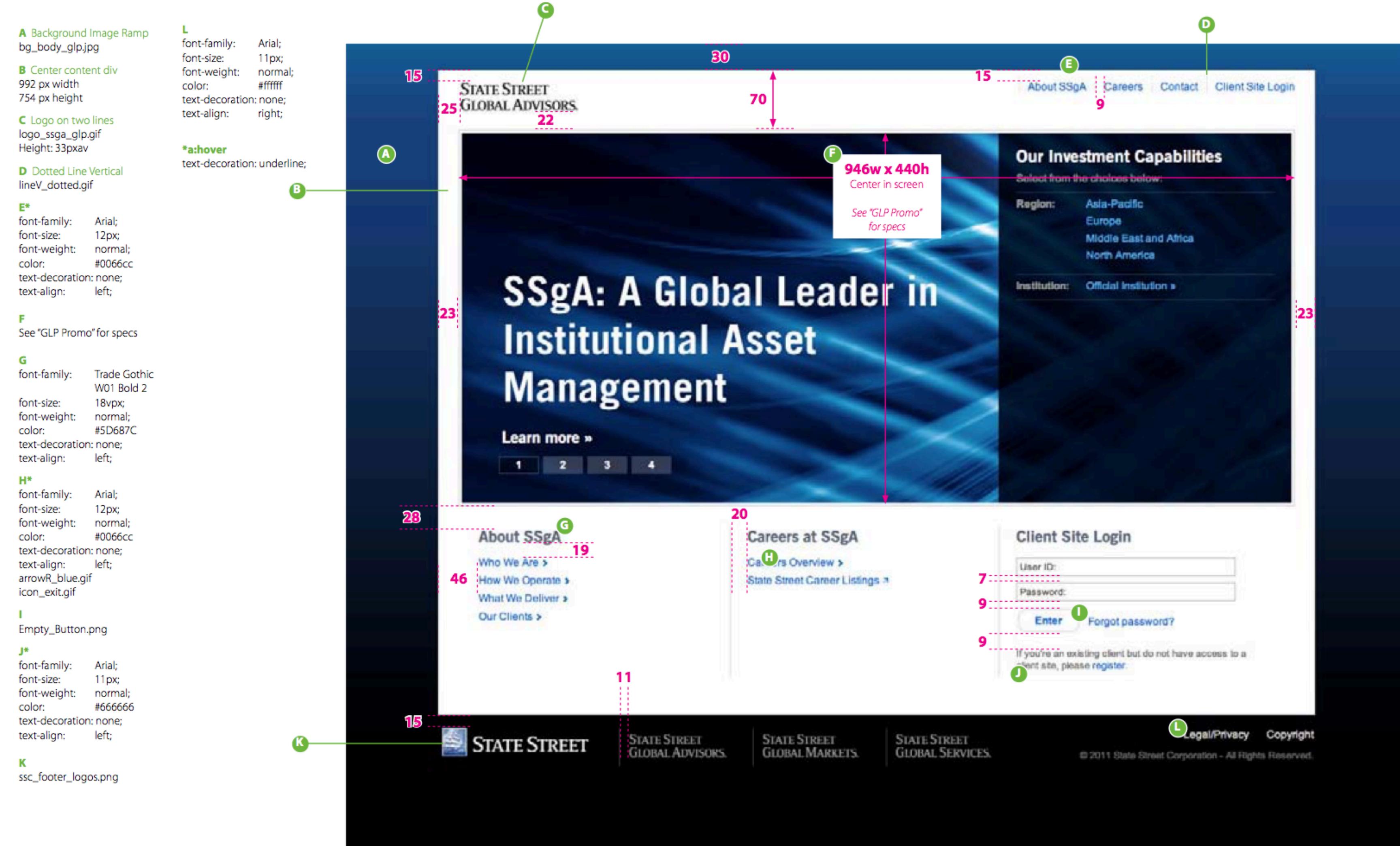
SSgA.com Design Upgrade

SSgA.com 3.0 设计升级，网站覆盖了 SSgA 的全部业务，我们定义了此次改版的设计规范和设计输出。

Global Landing Page general dimensions

SSgA.com GLP Redesign 2010-11

Page 2

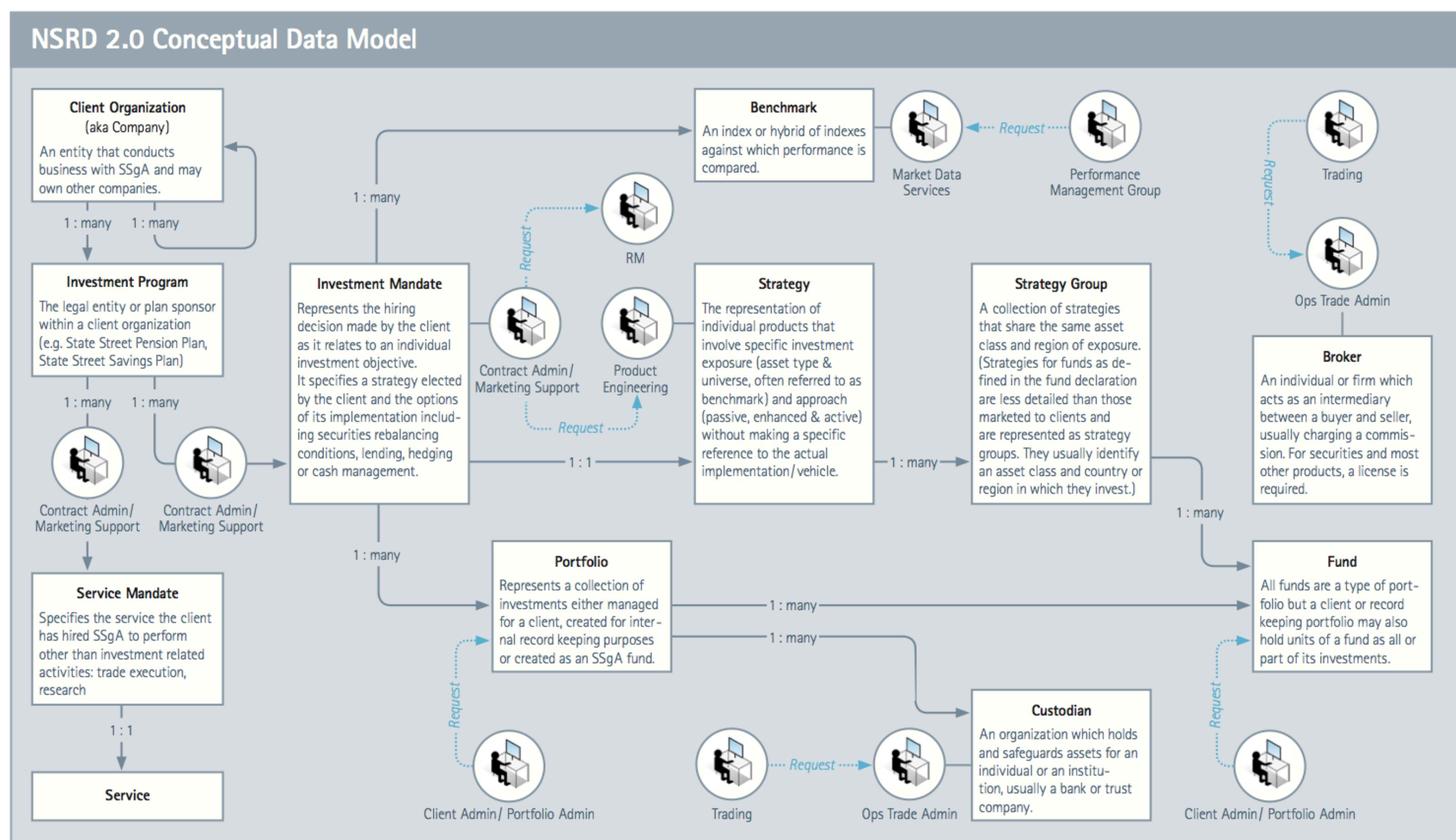


What is the Non-Securities Reference Data System (NSRD)?

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

SSgA 内部用 NSRD 系统流程线框图，与业务方讨论收集需求，用流程图的方式展示银行 NSRD 系统的全套流程，并加以应用到各大系统。



SSgA.com Redesign

SSgA.com 3.0 设计升级，网站覆盖了 SSgA 的全部业务，我们定义了此次改版的设计规范和设计输出。

A Background Color
color: #EAEBE

B Center content div
992 px width

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

D Dotted Line Vertical lineV_dotted.gif

E*
font-family: Arial;
font-size: 12px;
font-weight: normal;
color: #006666;
text-decoration: none;

```
text-align: left;  
F  
font-family: Arial;  
font-size: 12px;  
font-weight: normal;  
color: #5D68  
text-decoration: none;
```

G* font-family: Arial;

```
font-size: 12px;  
font-weight: normal;  
color: #0066cc;
```

H Dotted Line Horizontal
line-to-dotted-line;

inner_dotted.gii

See "Country Page Promos
specs

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

L*
font-family: A
font-size: 1
font-weight: r
color: f
text-decoration: r
text-align: l
line-height: 1
icon_video.gif

M
font-family: A
font-size: 1
font-weight: n
color: f
text-transform: u
text-decoration: r
text-align: l
line-height: 1

N*
font-family: A
font-size: 1
font-weight: b
color: f
text-decoration: m
text-align: l
line-height: 1

*a:hover
text-decoration: (

A 14 STATE STREET GLOBAL ADVISORS.

B 24 United States + Institutional Investor [Change] 10

C 24 16 15 About E A Careers Contact Client Site Login 9

D

E

F

G

H

I 946w x 248h Center in screen
See "Country Page Promo" for specs

J we believe superior client service, a global
and having a truly local
is a range of solutions for
issues in today's markets. "

K

L

M

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O

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Z

A 23 24 23

B 23 24 23

C 29

D INVESTMENT MANAGEMENT SOLUTIONS DEFINED CONTRIBUTION SUB ADVISORY

E SSgA is a global leader in asset management.

F We offer capabilities across multiple investment approaches to alternatives.

G 944w x 296h Center in screen
See "Product Widget" for specs

H fixed income to equities and

I Equity Fixed Income Multi Asset Class Alternatives Cash Currency View all strategies »

J 52

K Research & Commentary

L Summer of Our Discontent Christopher Probyn 17:11 25 18 68 28

M SSgA Investment Quarterly: Q3 2011 SSgA Investment Management PDF 28

N

O

P

Q

R

S

T

U

V

W

X

Y

Z

A 18 25 17:11 68 28

B G7 Weekly Economic Perspectives - 9/16/11 Christopher Probyn PDF

C Forecasts - 3rd Qtr 2011 Christopher Probyn PDF

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.

国际交互设计协会成员，上海地区成员，不断更新完成线上系列产品设计、体验设计、设计思维等相关课程。



HTML5, CSS3, JavaScript - Web Skills

了解W3C规范，熟悉HTML5,CSS3技术更新，了解前端框架与前端交互效果实现，能够独立完成符合W3C规范的，应用Nodejs前端框架的前端页面重构。



Ant Design

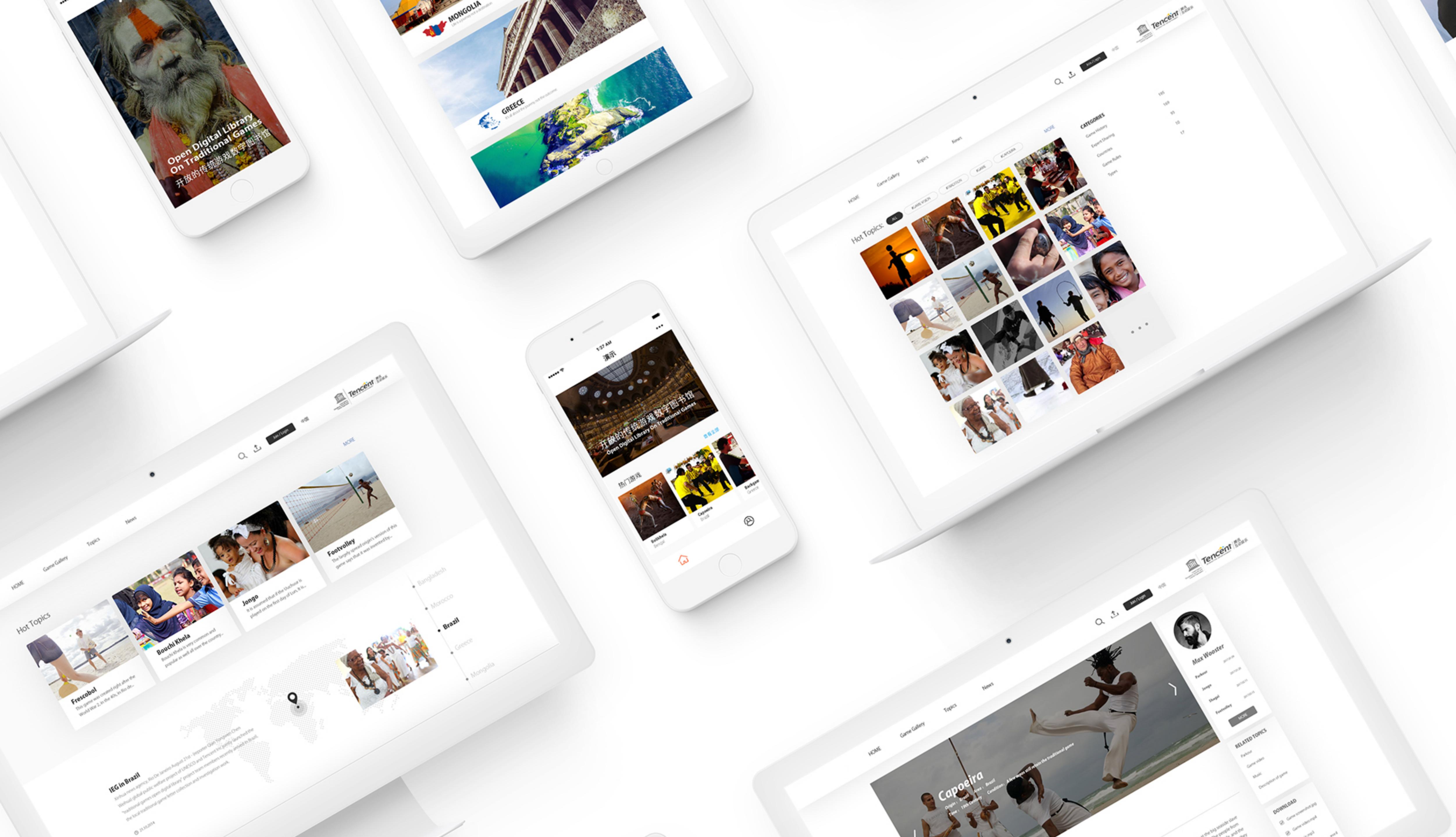


CSS

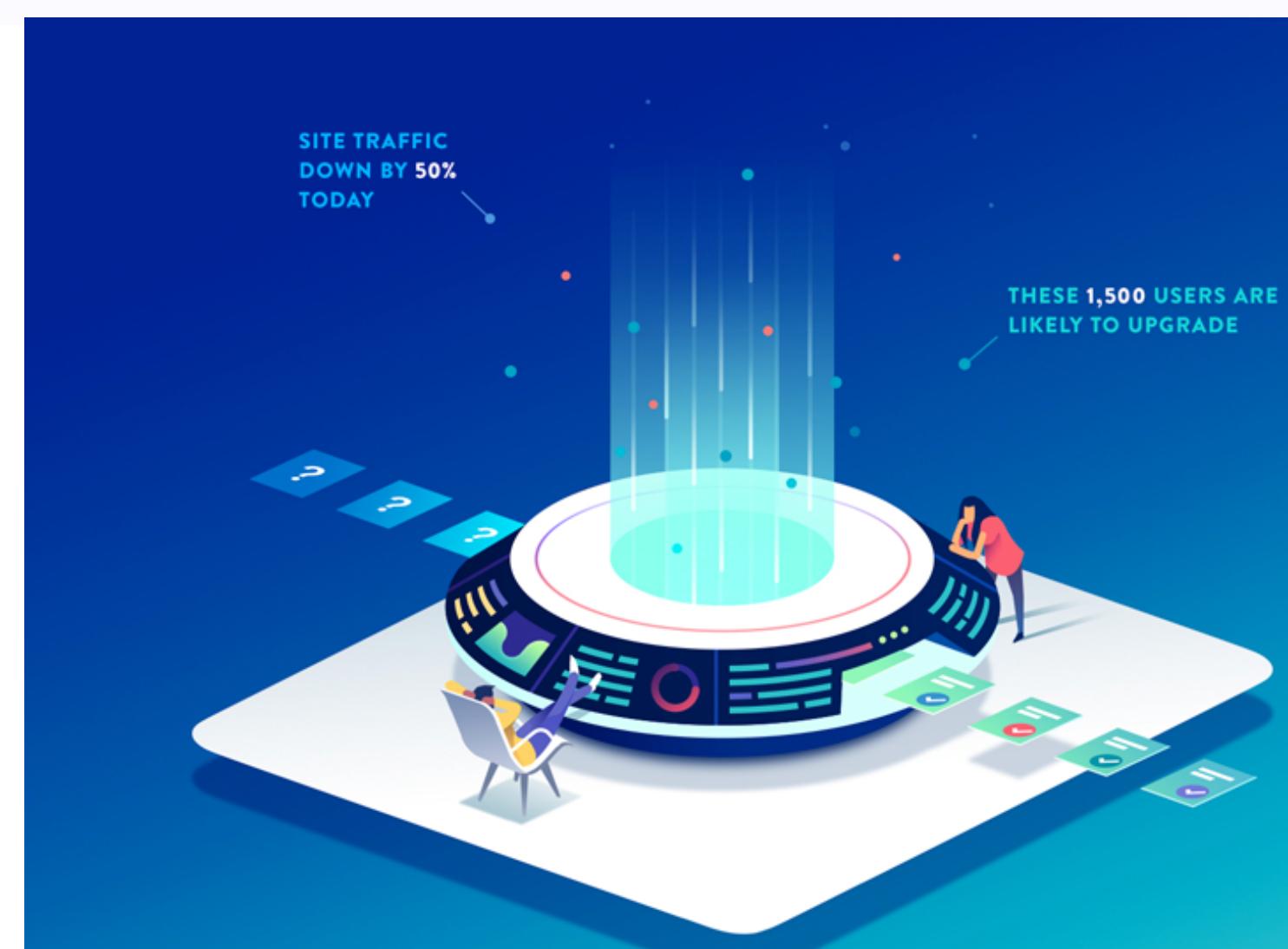


HTML





*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!*





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