



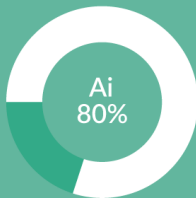
IRENE ZHU

User Experience Designer

Summary

- Strong user experience design, prototyping, and research skills
- Passionate about design and technology
- Dedicated in creating delightful user experience and simple & elegant UI solutions.
- An advocate for iterative design process
- Languages: English, Mandarin

Skills



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Foster City, CA

Experience

Sr. User Experience Designer, Gilead Sciences (09/13-Present)

- Lead designer and product manager for the first corporate mobile app, which includes native iOS and Android for phone and tablet, as well as a responsive website.
- Designed and shipped 1st version customized applications to various business functions including commercial, Project and Product Management, Employee communications, HR, and Facility. Form strong relationship with business partners.
- Distilled complex pharmaceutical business models and quickly turned into interactive mockups for demonstration.
- Communicated and collaborated with developers and vendors. Continue offering design support through software lifecycle
- Designed to present large amount of complicated data in a engaging and explanatory way

User Experience Designer, Divensi (07/13-08/13)

- Lead the UX/UI design process as a lead designer
- Conducted heuristic evaluation for the company website, built wireframe for new design ideas
- Communicated with off-shore developer team on daily basis, lead and successfully complete the website redesign project

UX Research Intern, JPMorgan Chase (06/12-06/13)

- Drove UX research, specializing in mobile app using various research methods, including survey, usability studies, phone interviews, and focus groups etc.
- Conducted competitive analysis between multiple virtual wallets including Google Wallet, Softcard, and O2 and gave presentation to senior management
- Created usability study plans, specified study goals, task scenarios and task lists; moderated usability studies using OVO, did post-study analysis from both qualitative and quantitative perspectives; created study reports and presented to stakeholders
- Used data-driven method to drive the design process; designed, created and launched the survey; conducted data analysis
- Built design prototypes using Axure, iRise, Intuito, primary prototyper for Softcard study in Salt Lake City

Projects

University of Washington Library website redesign (01/13-06/13)

- Conducted a series of stakeholder interviews and focus groups to gather feedback
- Collaborated with content manger and designers to design the mock up
- Quickly turned sketches into interactive prototype for usability testing
- Presented high-fidelity interactive prototypes to stakeholders

Microsoft User Database Portal Redesign (01/12-04/12)

- Analyzed the existing UDB Portal and workflow, conducted contextual inquiry
- Came up with design solutions which reduced redundant tasks and enhanced work efficiency
- Built a high-fidelity prototype using Axure and Adobe Photoshop
- As the project design lead, modified design/prototype according to the priorities of changes

Education

- MS - Information Management, University of Washington
- BS - Information Management, Dalian Maritime University

Awards

- Received Values at Work Award at Gilead for demonstrating core value "Excellence" in the design