

## Dr. Ji ZHOU

An der Dölle 2A, 86199, Augsburg

ji.zhou@outlook.de / (+49)1702028168   [LinkedIn](#) [UX Portfolio](#) [UX+Data Portfolio](#)

### Summary:

- Senior UX/UI Engineer with decade-long passion for human-centered design
- Leveraging expertise in UX research and big data analytics to facilitate decision-making
- 10+ years' experience with quantitative & qualitative research methods
- Questionnaire and data expert in international large-scale project (e.g., OECD-PISA, NEPS); adept in advanced data modeling (Google H-index: 11)
- Certified Project Management Associate (IPMA); skilled in agile projects; collaborative leader in multidisciplinary/cross-functional teams, aligning user needs with innovative solutions

### Work Experience:

|                 |   |
|-----------------|---|
| 9/2023-         | <b>Senior Engineer (UX/UI Design)</b><br><i>Quest Global (Service partner for BMW), Munich, Germany</i> <ul style="list-style-type: none"><li>• Designed interaction concepts for the BMW Navigation App, enhancing features and functions across multiple BMW and Mini vehicle generations</li><li>• Created wireframes and prototypes using tools like Figma and Photoshop, translating FO/PO requirements and ensuring alignment with design and development teams</li><li>• Collaborated in Agile project environments using tools such as Jira and Confluence for streamlined project management and team communication</li></ul>  |
| 9/2022-8/2023   | <b>UX/Human Factor Researcher</b><br><i>Huawei Munich Research Center, Munich, Germany</i> <ul style="list-style-type: none"><li>• Developed research roadmaps and design evaluation frameworks to guide user-centered design processes</li><li>• Led UX research projects, executing qualitative and quantitative methods (e.g., interviews, contextual inquiry, journey mapping, A/B or usability testing, surveys, KANO method, competitive analysis, benchmarking) to uncover user pain points and needs and support decision-making</li><li>• Transformed research insights into actionable design recommendations, effectively communicating findings using design thinking tools, facilitated workshops to drive ideation and collaborative solution development</li></ul> |
| 12/2020-8/2022  | <b>Postdoc Researcher in the project NEPS (national educational panel study)</b><br><i>Leibniz Institute for Educational Trajectories (LIfBi), Bamberg, Germany</i> <ul style="list-style-type: none"><li>• Panel study and instrument (survey, questionnaire, interview, etc.) design, project manager for the follow-up interview study</li><li>• Supported online survey optimization (design, layout, quality control, etc.)</li><li>• (Longitudinal multilevel) data analysis and scientific publication (6 peer-reviewed high-impact publications)</li></ul>  |
| 4/2020- 11/2020 | (Corona) Parental leave, participation in the training programs „ <b>Projekt Management for IPMA® Level D</b> “ and “ <b>SAP HCM Certificate</b> ”  |

|                 |   |
|-----------------|---|
| 3/2020- 4/2020  | <b>Project manager</b><br><i>Alpha-Test GmbH, Mannheim, Germany</i> <ul style="list-style-type: none"> <li>Project management and optimization of the UX/UI design of the Online-Assessments , hosting assessment center</li> </ul>   |
| 1/2017- 2/2020  | <b>Research Associate in the project OECD-PISA 2018</b><br><i>Leibniz Institute for Research and Information in Education (DIPF)</i><br><i>Frankfurt am Main, Germany</i> <ul style="list-style-type: none"> <li>Item/scale development and questionnaire adaptation in collaboration with ETS (Educational Testing Service, United States)</li> <li>Data mining, analysis, visualization and results presentation of the field test using R, SPSS, Mplus, etc., supporting item selection decisions</li> <li>Coordinating adaptation / harmonization process among stakeholders</li> </ul> |
| 9/2013- 4/2016  | <b>Assistant Professor (tenure track)</b><br><i>School of Psychology, Beijing Normal University (BNU), China</i>  |
| 9/2009-7/2013   | <b>Predoctoral research scientist, teaching and research assistant</b><br><i>Ludwig-Maximilians-Universität München (LMU), Munich</i> <ul style="list-style-type: none"> <li>Led my PhD project about visitor experience with interactive objects in museums (using interview, focus group, observation, survey, experimental design etc.)</li> <li>Project management including planning, setting milestones and monitoring, coordinating data collection, etc.</li> </ul>   |
| 9/2011          | <b>Research stay</b> in the group of Prof. Justin Dillon<br><i>King's College London, UK</i>  |
| 9/2007-7/2009   | <b>Research assistant and master candidate</b><br><i>School of Psychology, Beijing Normal University (BNU), China</i>   |
| 9/2006-7/2007   | <b>Volunteer teacher and school psychologist</b><br><i>Wuhai 12. School (Gymnasium), inner Mongolia, China</i>  |
| 04/2016-12/2016 | Parental leave (Elternzeit) , German course (Goethe-Zertifikat C1)  |
| 11/2018-11/2019 | Parental leave (Elternzeit), teaching, learning online (completion of Datacamp courses, eg. machine learning, Python, R and SQL, app design with Swift)   |

## Education:

|               |  |
|---------------|--|
| 9/2009-7/2013 | <b>Ph.D. (Dr. phil.)</b><br><i>Department of Psychology and Educational Sciences</i><br><i>Ludwig-Maximilians-University Munich, Germany</i> <ul style="list-style-type: none"> <li>4 publications in peer-reviewed high-ranking journals</li> </ul> |
| 9/2007-7/2009 | <b>M.Ed.</b><br><i>Institute of Developmental Psychology, School of Psychology</i>   |

|                                      |   |
|--------------------------------------|---|
|                                      | <p><i>Beijing Normal University, Beijing, China</i></p> <ul style="list-style-type: none"> <li>• BNU: Status in “anabin”:H+, Psychology in QS-Ranking: 51-100</li> <li>• GPA: 3.88/4 (ranking 1/49)</li> </ul>  |
| 9/2002-7/2006                        | <p><b>B. S. (Bachelor of Science)</b><br/> <i>School of Psychology</i><br/> <i>Beijing Normal University, Beijing, China</i></p> <ul style="list-style-type: none"> <li>• GPA ranking top 10%, exempt from the Postgraduate Entrance Examination</li> </ul>   |
| <b>Skills</b>                        |   |
| Language                             | <p><b>English</b>- Full professional proficiency (<b>English publications</b> in top peer-reviewed journals, reviewer, teaching, TOEFL iBT 104/120; GRE 1320/1600)<br/> <b>German</b>- advanced level (<b>Goethe-Certificate C1, teaching in German</b>);<br/> <b>Chinese</b>- native; Japanese- basic</p>  |
| Statistic/coding/<br>prototyping     | <p>Skilled in <b>SPSS, R (8+ years of experience)</b>, multivariate analysis, regression, cluster and factor analysis, <b>data visualization</b> with ggplot2, shiny etc., SEM, IRT, multi-level and longitudinal data analysis), Mplus, <b>Figma (2+ years, design certificates)</b>; knowledge in <b>Tableau, google analytics, Swift, ProtoPie, Python, CSS, HTML, JavaScript, XML</b> (Online-learning certificates and the publication list can be sent on demand, most papers are based on the quantitative analysis)</p> |
| Teaching<br>/workshop                | <p>Participating in the certificate program “Hochschullehre” by IKH (2/3 completed), <b>teaching experience in English and German</b></p>   |
| Project<br>management<br>/SAP skills | <p>Successful establishment and management of collaborations during my doctoral and postdoctoral research; successful project management in universities and companies; coordinating and managing international projects; <b>IPMA® Level D</b> certificate (using <b>MS project</b>), <b>SAP-HCM (human capital management) user certificate</b>, experience in <b>Confluence, Jira, Agile methodology</b></p>  |
| Communication                        | <p>20+ peer-reviewed journal publications and book chapters, oral presentations in international conferences and for different audience groups, communication with different stakeholders (designer, developer, product manager, etc.)</p>  |

## Research Grants, Scholarship and Awards

|           |   |
|-----------|---|
| 2014      | Chinese National Research Fund for Social Science (co-PI, with Prof. Xinghua Wang, 100k RMB, Project number: CBA140150) |
| 2014      | Research grant for junior professor, BNU (PI, 100k RMB)   |
| 2013      | Research grant for junior professor, BNU (co-PI, 100k RMB)  |
| 2009-2013 | Scholarship China Scholarship Council (CSC)   |
| 2011      | Travel awards from DTP (doctor training program, LMU)   |
| 2002-2006 | BNU Awards for Excellent Student  |