

## Dr. Ji ZHOU

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### Summary:

- Senior UX/UI Engineer with a decade-long passion for human-centred design
- Over 10-year research experience applying quantitative and qualitative methods (google H-index 11)
- Leveraging expertise in UX research and big data analytics to facilitate decision-making
- Proven leadership in international projects (OECD-PISA, NEPS) and collaboration with multidisciplinary or cross-functional teams.
- Certified project management associate (IPMA) and working experience in agile projects, dedicated to aligning user needs with innovative technical solutions.

### Work Experience:

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| 9/2023-         | <b>Senior Engineer (UX/UI Design)</b><br><i>Quest Global, Munich, Germany</i> <ul style="list-style-type: none"><li>• Human-Machine-Interaction concept design for BMW Navigation projects</li><li>• Wireframe or prototype creation using tools such as Figma, Photoshop, etc. analyzing FO/PO requirements, aligning with designer and developer teams</li><li>• Working in Agile projects using tools such as Jira, Confluence, etc.</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>• Development of research and evaluation framework, project management</li><li>• Planning and executing <b>user-centered qualitative, quantitative</b> research and desktop research for the HMI project to facilitate ideation and solution using methods such as <b>need analysis</b> (including <b>interview, contextual inquiry, customer journey mapping, survey, and KANO</b>), <b>market analysis</b> (including report, literature and test video analysis), <b>design workshop, A/B testing, usability testing, eye-tracking studies</b>, etc.</li><li>• Synthesizing research findings into actionable insights for design and communicating results using design thinking methodologies or tools</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 design, coordination among stakeholders</li><li>• Data-based online survey optimization (design, layout, quality control, etc.)</li><li>• (Longitudinal large-scale) data analysis and scientific publication</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>  |

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| 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>PhD project on visitor experience with interactive objects in museums</li> <li>Project management including planning, setting milestones and monitoring, coordinating data collection, etc.</li> <li>Applying quantitative and qualitative methods including needs analysis, profiling, focus group, interview, survey, and experimental design</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, <b>app design with Swift</b> )   |

## Education:

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| 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><br><i>Beijing Normal University, Beijing, China</i> <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> |

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|---------------|--|
| 9/2002-7/2006 | <b>B. S. (Bachelor of Science)</b><br><i>School of Psychology</i><br><i>Beijing Normal University, Beijing, China</i> <ul style="list-style-type: none"> <li>GPA ranking top 10%, exempt from the Postgraduate Entrance Examination</li> </ul> |
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## Skills

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|--------------------------------------|--|
| Language                             | <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  |
| Statistic/coding/<br>prototyping     | 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) |
| Teaching<br>/workshop                | Participating in the certificate program “Hochschullehre” by IKH (2/3 completed), <b>teaching experience in English and German</b>   |
| Project<br>management<br>/SAP skills | 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>  |
| Communication                        | 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.)  |

## Research Grants, Scholarship and Awards

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|-----------|---|
| 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  |